

LIFE

WEST BERLIN
A GAY AND COURAGEOUS CITY



BERLIN GIRL

20 CENTS

DECEMBER 4, 1950

CIRCULATION OVER

5,200,000

REG. U. S. PAT. OFF.

yours to live with...

yours to love...

...for keeps

Is this your Christmas for
Community—

THE FINEST SILVERPLATE

*TRADEMARKS OF ONEIDA LTD., ONEIDA, N. Y. COPYRIGHT 1950, ONEIDA LTD.

Is this your Christmas to invest in sparkling hospitality, good taste for your table, for life?

Is this your Christmas to choose one of Community's five dearly wanted patterns?

Is this your Christmas to win the envy of your friends, your guests' warm approval, to make every meal in your house an occasion?

Then see your jeweler's Christmas showing of Community's five distinguished patterns. Feel their

important weight and balance. Let him tell you about the solid silver "Overlay"... Community's lifetime wear-protection.

Price Community*—you won't believe how much luxury, how much exciting good news for your table you can buy for so little—dinner services for 8 places start as low as \$49.75. (No Federal Tax)

Note to husbands (and other males). This very Christmas—you might make somebody love you—with Community!

PATTERNS TO LIVE WITH . . . PATTERNS TO LOVE



You can be confident you're keeping your mouth and breath more wholesome, sweeter, cleaner—if you guard against tooth decay and gum troubles *both*. So don't

risk halfway dental care. Depend on *doubly-effective* Ipana care for healthier teeth, healthier gums—better all-around protection for your whole mouth.

Fight tooth decay and gum troubles both— to keep your Whole Mouth Wholesome!



Teach your children doubly-effective Ipana care

To help your youngsters grow up with healthier, cleaner mouths, show them how to fight tooth decay and gum troubles *both*. Remember, tooth decay hits 9 out of 10 children before the age of six. And later in life, gum troubles cause *more than half* of all tooth losses. So start your children today on the Ipana way to healthier teeth and healthier gums *both*. Ipana is another dependable Bristol-Myers product.

Only one leading tooth paste is specially designed
to give you this double protection!*

Yours can be a healthier, more wholesome mouth—if you do what dentists advise: fight tooth decay and gum troubles, too.

With one famous tooth paste—*with Ipana and massage—you can guard your teeth and gums BOTH.

No other tooth paste—ammoniated or otherwise—has been proved more effective than Ipana to *fight tooth*

decay. And no other leading tooth paste is specially designed to stimulate gum circulation—*promote healthier gums*.

Remember, Ipana is the only leading tooth paste made specially to give you this doubly-protective, doubly-effective care.

So be sure of double protection—keep your whole mouth "Ipana Wholesome." Ipana's wholesome flavor is refreshing, too—you'll enjoy it. Get Ipana today.

NEW!

Big economy size Ipana
saves you up to 23¢



IPANA

For healthier teeth, healthier gums

IN SELF-WINDING
WATERPROOF WATCHES
THERE IS NO SUBSTITUTE
FOR EXPERIENCE!



MITCHELL



CARTER



EDEN



PERFECTED SELF-WINDING...
prevents over-winding; assures
less friction, greater accuracy.



PERFECTED SHOCK-RESISTANT...
Withstands toughest jars...in
hard work—in all sports.



PERFECTED ANTI-MAGNETIC...
protected against electrical
currents for all who work near
machinery.



PERFECTED WATER-PROTECTION
...Mido famous imported case
keeps out water, dust, dirt.



SERVICEMEN want Mido's rugged
reliability and carefree accu-
racy under toughest conditions.



Perfect daytime watch for all
active, busy women.



DIANA



KITCHENER



DATOMETER



GOLDEN GODDESS

ONLY *Mido*
SELF-WINDING SPECIALISTS...
GIVES YOU THIS GREAT CHOICE OF
THE MOST MODERN WATCHES MADE

Only Mido brings you so complete a range of Self-Winding watches...brings you all the perfected improvements you'd expect of the specialist in Self-Winding watches. Over a quarter century experience in Self-Winding watches assures you that Mido contains the newest...the most completely tested...the perfected advances in Self-Winding, Shock-Resistant, Anti-Magnetic, Waterproof timekeeping. Remains waterproof while crystal's intact and case is unopened. Only a competent jeweler should ever replace crystal or close case. Longer-lasting Mido is the most economical watch you can buy; the finest watch you can give. At leading jewelers, from \$49.75, F.T.I.

GOLDEN GODDESS...Smallest self-winding, waterproof watch made. 14K gold case, numerals and hands. \$250. FTI

DIANA...For women, stainless steel case. Sweep second hand. Radium hands, numerals. \$71.50 FTI

KITCHENER...Handsome, gleaming stainless steel case with regular second hand. \$49.75 FTI

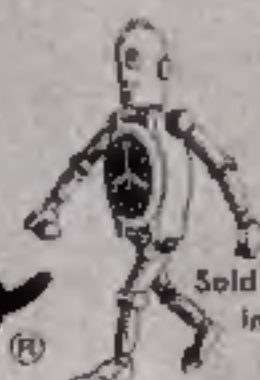
MITCHELL...Thin model in stainless steel case with sweep second hand. \$71.50 FTI

CARTER...Patented ultra-deluxe "Goldcover" case. 14K gold covers top and sides. Stainless steel back. \$139. FTI

EDEN...Thinnest self-winding, waterproof watch made. 14K gold case, numerals and hands. Sweep second hand. \$275. FTI

DATOMETER...Calendar watch with stainless steel case. An extra hand indicates day of month. \$98. FTI
17 jewel lever movements.

Mido
MULTIFORT
Superautomatic



Sold and serviced
in 65 countries

THE FIRST NAME IN SELF-WINDING WATCHES

Send for FREE booklet R-120, Mido Watch Co. of America, Inc., 665 Fifth Ave., New York 22; 410 St. Peter St., Montreal, Canada. Factory in Bienne, Switzerland.

PIONEERS OF SELF-WINDING WATCHES WITH VITAL MULTIPLE PROTECTION



WHY NO GIFT COMPARES WITH THE GIFT OF SLEEP...



Learn why no pillow compares with **PLAYTEX®**—the sensational foam pillow that gives deep, restful sleep to everyone in the family!



Mother sleeps wonderfully, for patented PLAYTEX "staggered core" construction cradles her head in the most restful position! And her Pillow always looks freshly plumped.



Dad knows what's new in science—knows that harmful germs and fungi cannot live inside his PLAYTEX Superfoam[†] Pillow—it resists microbe infection*!



Junior is out of this world on his PLAYTEX Pillow—it's so light and buoyant! Made of the finest quality latex, PLAYTEX is never sold as a "second" or "irregular."



Grandpa's PLAYTEX Pillow doesn't get hot or perspiration-soaked like feather pillows—no feather dust allergies, either! It's allergy-free, dust-free, mildew-free!



Sister gets "air-conditioned" sleep—microscopic air cells inside the PLAYTEX Pillow actually "breathe." She prefers the **EXTRA-PLUMP** thickness, Mom likes the **REGULAR** height.



Grandma has bought many a pillow—knows good value. Yes, she prefers the PLAYTEX Pillow, with its extra-fine washable Sanforized cover and its years of quality wear.



Beautifully gift-packaged. At department stores, furniture stores and sleep shops everywhere.

CHOOSE YOUR FAVORITE PILLOW HEIGHT!

Regular Height, in white, pink or blue, extra-fine Sanforized cotton cover... **\$9.95** **Extra-Plump**, in white, pink or blue, extra-fine Sanforized cotton cover... **\$10.95**

Also, luxurious non-slip rayon satin covers, or concealed zippers, slightly higher.

No other gift that gives so much costs so little!

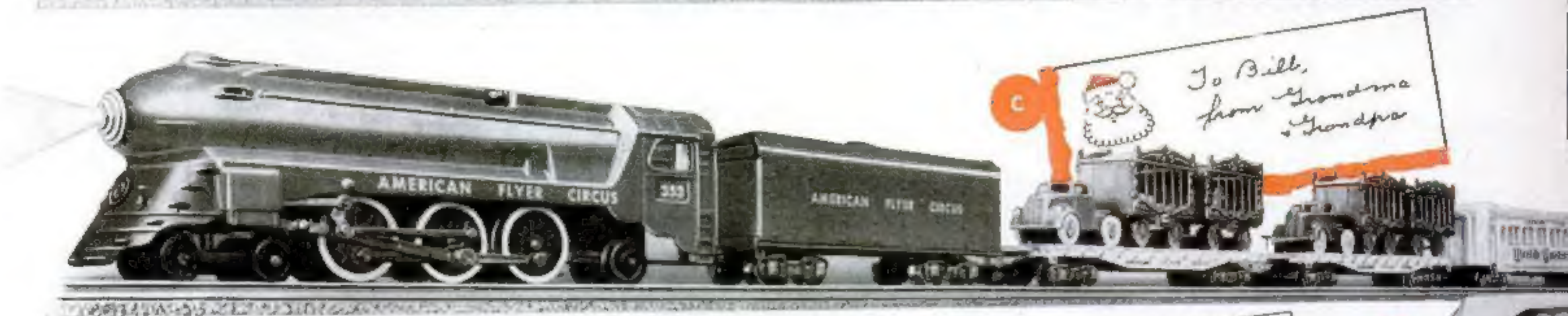
INTERNATIONAL LATEX CORP'N., Playtex Park ©1950 T.M. Dover Del.

This One



PEUU-BQR-10TF

FOR THE HAPPIEST CHRISTMAS OF ALL...



Clip coupon and mail dime today!
(Catalog FREE from your dealer)

The A. C. Gilbert Company
171 Erector Sq., New Haven 6, Conn.
Rush 56-page American Flyer Catalog to me. I enclose 10¢ in coin.

NAME _____
(please print)
STREET AND NO. _____
CITY _____ ZONE _____ STATE _____

(Offer good only in U.S.A.)

A AMERICAN FLYER No. 4904T "PACIFIC" FREIGHT
What a thrill to see this train pound along the rails, Smoke puffing from the stack and Choo-Choo sounding from the Locomotive! Loco has 12 wheels; cars include Box, Hopper and Caboose. Has 75-watt Transformer and plenty of two-rail Track.
\$29.95 (Denver and West, \$31.50)

D AMERICAN FLYER No. 490T "ATLANTIC" FREIGHT SET
Low in cost, but high in value—a train built to last for years and years! Has Locomotive, Tender and three Cars—all made to exact 3/16" scale. Includes two-rail Track and Transformer.
\$15.95 (Denver and West, \$16.75)

C AMERICAN FLYER No. 5002T CIRCUS TRAIN
Never has there been an electric train with as much color and excitement as this! Includes red Torpedo Locomotive and Tender, Flat Cars with animal cages, red-and-yellow Trouper's Car, Transformer, two-rail Track PLUS 27-piece Circus!
\$27.95 (Denver and West, \$29.00)

E "BIG TOP" CIRCUS SCENE
A giant 27-piece easy-to-put-together Circus, complete with Main Tent, Sideshows, Animals and Performers, Calliope and other fascinating things. It's all part of the colorful American Flyer Circus Train, No. 5002T, shown above.

IN *American Flyer* TRAIN

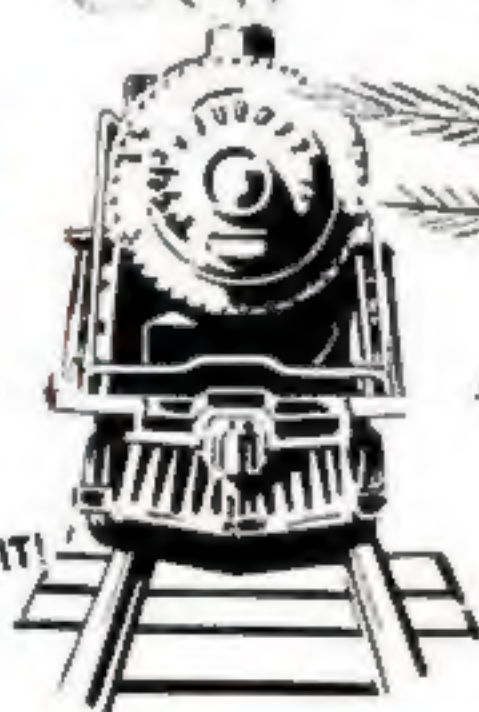
SMOKE and CHOO-CHOO TWO-RAIL TRACK

WHAT FUN it will be to find that wonderful, wished-for American Flyer electric train underneath the festive Christmas tree! No present in all the world will bring so much sheer joy and happiness to a boy's heart, for American Flyers are the finest trains that money can buy. Just like the real trains of which they are perfectly sculptured 3/16" scale models, they run on TWO RAIL track and puff clean, pure-white Smoke that lasts for hours. And as they speed along the rails, Choo-Choo sounds keep time with the puffing Smoke, while the touch of a remote control button blows a two-toned built-in railroad Whistle. Here, indeed, is the gift of gifts for that boy of yours—the gift to last throughout the years.



Merry Christmas, Son!
Here it is — That
American Flyer I know
you wanted. Dad.

2-Rail Track
ONLY AMERICAN FLYER HAS IT!



**D AMERICAN FLYER No. 5008
SANTA FE DIESEL STREAMLINER**

Without question the finest electric train ever created! A gleaming, perfectly scaled model to bring pride to any boy. Twin unit silver finish Locomotive has TWO powerful Motors, Electronic Diesel Horn and wealth of detail. All-aluminum Cars have wide picture windows and fluted sides. \$62.50 (Denver and West, \$65.00)

**F AMERICAN FLYER No. 769
REVOLVING AIRCRAFT BEACON**

Just the thing for that American Flyer train layout! Beacon light revolves automatically, swinging red and green rays. Structure is girder type, on base. 12" high.

\$2.95 (Denver and West, \$3.10)

**C AMERICAN FLYER No. 771
OPERATING STOCK YARD AND CAR**

Fascinating in action! Press remote control button—steers move in pens continuously! Open exit gate—animals go up ramp into car and file down into stockyard again! All automatic. Complete with car and cattle.

\$14.95 (Denver and West, \$15.70)

H TALKING STATION AMERICAN FLYER No. 755

Uncanny in operation! Ingenious concealed mechanism automatically halts train and then produces such sounds as train whistles, piston chug, "All Aboard" announcements, hissing steam, etc. When sounds cease, train resumes its trip.

\$16.95 (Denver and West, \$17.80)

AMERICAN FLYER TRAINS
ARE MADE BY THE MAKERS
OF THE FAMOUS

ERECTOR

SETS

THE A. C. GILBERT CO.
NEW HAVEN, CONN., U.S.A.

I AMERICAN FLYER RUBBER ROADBED

The newest model railroading feature! Roadbed fits onto American Flyer two-rail track; added tie effect makes it look like real life railroad right-of-way. Ideal for apartments and homes because it deadens sound of running trains. Non-slip—tracks don't need affixing. For straight and curved sections. Each, 35¢ U.S.A.

Zenith's Newest, Greatest Gift
...the music lover's dream



Pitch and Tempo Control

*now brought
to record-playing*

EVER WANT TO practice singing to an instrumental record tuned *exactly* to the pitch of your own voice? Ever want to dance to a slower or faster tempo? Ever dream of hearing records play—one after another—to the exact pitch that gives *you* greatest listening pleasure?

Then come prepared for a new miracle of radionic science. In the sensational new "Cobra-Matic," the simplest all-speed record player ever invented, Zenith now brings you "Pitch and Tempo Control," perhaps the greatest gift to the true music lover in all Zenith's great history.

Did you know that even the finest turntable motors can vary enough to make records sound off-key? Just as a fine watch varies in timekeeping accuracy.

Now—by simply touching a lever to adjust speed—you automatically adjust and *control* pitch and tempo to suit *your own ears*.

Here is *more* than a boon to the sensitive ear of the trained musical expert. Here is the opening of a whole new era of listening pleasure for millions. Here, for the first time, regardless of varying speeds in recording, regardless of personal preferences of conductors, *you* can satisfy *your own* idea of musical perfection.

And remember, please—you play the new Zenith "Cobra-Matic" with only two simple controls. Set one control for any record speed ... $33\frac{1}{3}$, 45, 78, and in addition, the coming 16 R.P.M., or *any* record speed yet to come from 10 to 85 R.P.M. Set the other control for record size ... 7, 10 or 12 inch. *That's all there is to it!*

© 1950



New Zenith® "Tudor" Radio-Phonograph Console. Crowning achievement in Radio-Record enjoyment. "Cobra-Matic" record player. Super-Sensitive FM. Long-Distance® AM. Radiorgan® Tone Control. All in a stunning period cabinet of Mahogany veneers.

New Zenith "Cobra-Matic" Record Player—The Music Lover's Dream. Available only in new Zenith Radio-Phonographs. See them now at your Zenith Radio and Television Dealer's.



Zenith Radio Corporation, Chicago 39, Illinois • Over 30 Years of "Know-How" in Radionics® Exclusively • Also Makers of Fine Hearing Aids

Look! LEWYT VACUUM CLEANER NOW A CARPET SWEEPER TOO!



Look! Attached to the Lewyt, it's a VACUUM CLEANER!



Presto! simply detach the HOSE and...



Change-o! by itself it's a CARPET SWEEPER!

WITH the LEWYT it's the perfect vacuum cleaner—the world's first high-suction Rug Nozzle with a revolving brush! Its pick-up of embedded dirt, lint, threads and hair will astound you! Far outcleans heavy, noisy, old-fashioned cleaners! So much lighter, quieter, and easier rolling, too! Revolving brush automatically cleans itself... also adjusts itself to all rugs! Ideal for "highs and lows" in sculptured carpets!

plus NO DUST BAG TO EMPTY
when you **DO IT** with **LEWYT**

- » No muss... no fuss! Simply throw out Lewyt's new paper "Speed-Sak" a few times a year!
- » It's quiet—no annoying roar!
- » Allergy-proof filtering system—no leaking dust!
- » First high-suction Rug Nozzle with a revolving brush!
- » Neat, compact storage—no cluttered closets!
- » Light-weight, easy to use! Big 32-foot cleaning range!
- » Lewyt a complete Home Cleaning Center!
10 wonder-working attachments that dust furniture... spray paint... brighten drapes... sweep bare floors... wax linoleum... clean crevices... even de-moth closets!
- » Yet a Lewyt COSTS NO MORE than conventional cleaners!

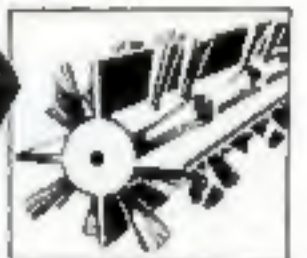


Listed by Underwriters Laboratories

- **WORLD'S FIRST HIGH-SUCTION RUG NOZZLE WITH REVOLVING BRUSH**



*The LEWYT No. 101 Rug Nozzle



Greatest home cleaning invention in 20 years! It's a vacuum cleaner one minute—a carpet sweeper the next! Empties itself automatically! Self-cleaning, self-adjusting revolving brush—a 2-in-1 space-saving miracle! *(Optional equipment. Present Lewyt owners can purchase at nominal cost.)

WITHOUT the LEWYT it's the world's most amazing carpet sweeper! Crumbs, tobacco shreds, bits of paper, dog hairs—nothing escapes it! What's more, it never needs emptying! Suction empties it automatically each time you use it as a vacuum cleaner! Lower-slung to slip under hard-to-move furniture... streamlined for cleaning wall-to-wall carpeting...and just about half the weight of ordinary carpet sweepers!

See the Lewyt demonstrated today at your dealer's! No cost, no obligation! His name is listed in your Classified Telephone Book.

LEWYT CORPORATION, Vacuum Cleaner Division
Dept. 12, 70 Broadway, Brooklyn 11, N. Y.

- ☐ Without obligation, rush me FREE copy of Lewyt's brand new 16-page full color book "Home Cleaning Made Easy"!
- ☐ I would like free demonstration of the marvelous new Lewyt invention on my own rug.

NAME _____

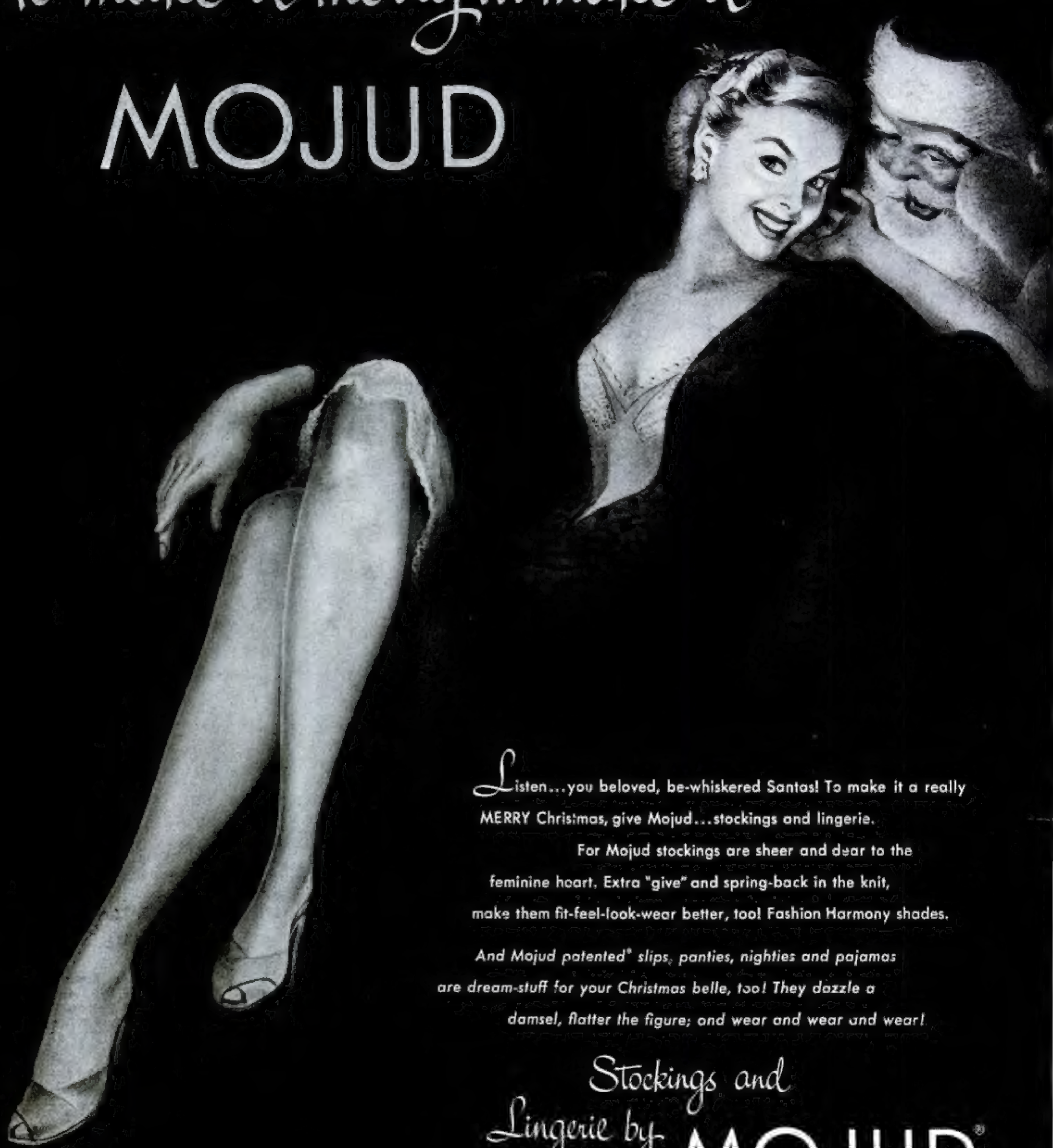
ADDRESS _____

CITY _____

COUNTY _____ STATE _____

WORLD'S MOST MODERN VACUUM CLEANER

To make it merry... make it
MOJUD



*L*isten...you beloved, be-whiskered Santas! To make it a really
MERRY Christmas, give Mojud...stockings and lingerie.

For Mojud stockings are sheer and dear to the
feminine heart. Extra "give" and spring-back in the knit,
make them fit-feel-look-wear better, too! Fashion Harmony shades.

And Mojud patented* slips, panties, nighties and pajamas
are dream-stuff for your Christmas belle, too! They dazzle a
damsel, flatter the figure; and wear and wear and wear!

Stockings and
Lingerie by **MOJUD**

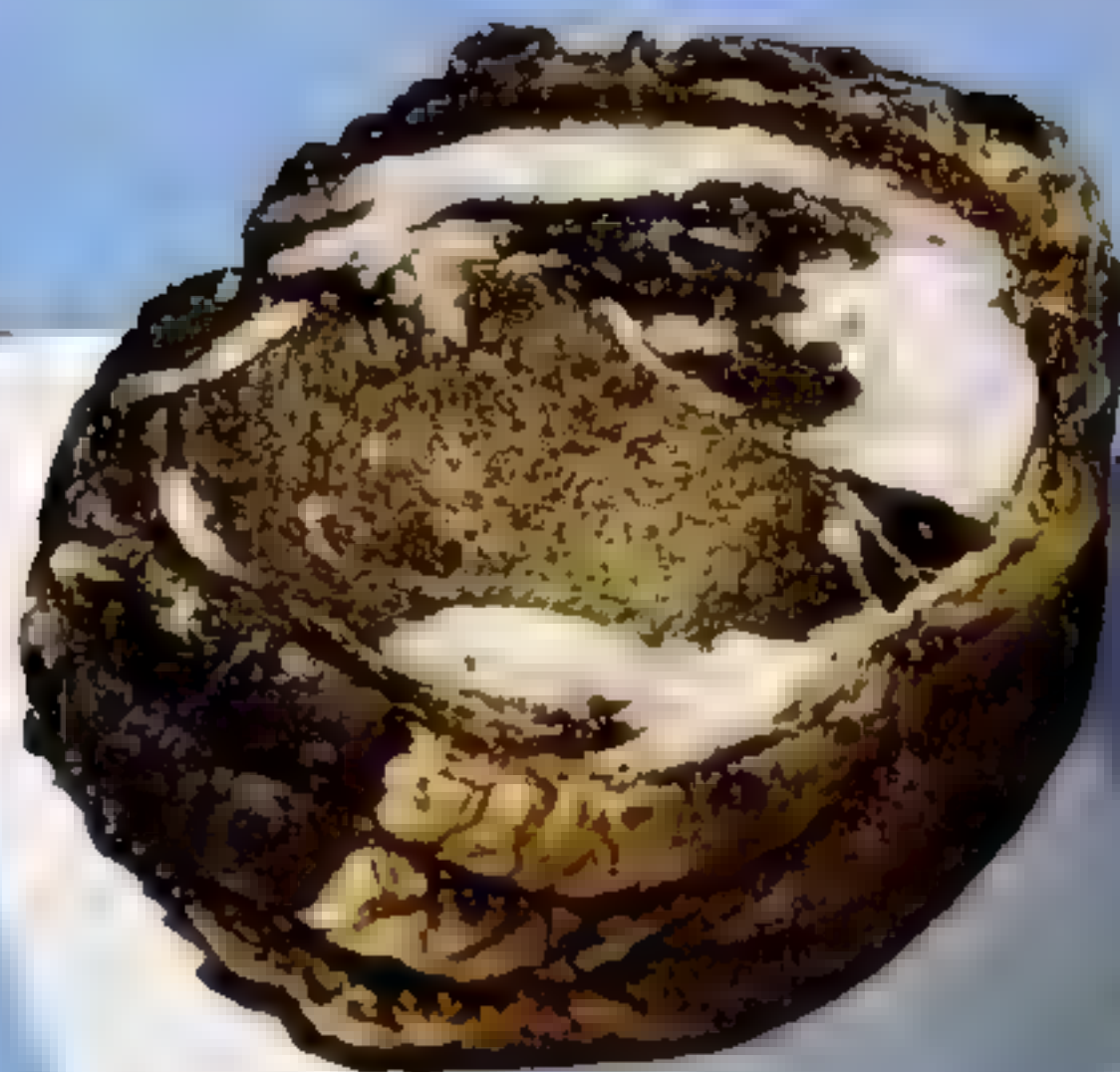
At your lady's favorite store. Or for nearest dealer, write
Mojud Hosiery Co., Inc., 385 Fifth Avenue, New York 16, New York

*U. S. PAT. RE. 23,255 ©1950

Foods don't dry out in an Admiral Dual-Temp!



This beef roast was kept uncovered in the moist-cold compartment of an Admiral Dual-Temp Refrigerator. After 5 full days it was still fresh and juicy and tempting. Foods just can't dry out in the cool, dewy atmosphere of a Dual-Temp!



Here's the other half of the same roast (note how the pattern of fat and lean matches meat at left). It spent the same 5 days in an ordinary refrigerator. Exposed coils drew out the natural juices—left the meat dry, discolored, flavorless.

Coldest Cold!

52° below freezing here

No defrosting!

...and NO DEFROSTING, EVER!

One of the best helpers a housewife can have in her kitchen today is an Admiral Dual-Temp. This new kind of refrigerator works miracles in keeping foods fresh, yet never needs defrosting. It does more—while you do less.

Stretches grocery dollars. The spacious moist-cold compartment of the Dual-Temp is a regular "fountain of youth" for food. Its remarkably cool, dewy atmosphere preserves food freshness days longer. No wilting, no withering, no drying out.

No dish covers needed. Don't bother to wrap or cover foods in your Dual-Temp, either. Cooling coils are built *inside* the walls; they can't absorb food moisture. Even strong-odored foods are no problem—their flavors won't mix. An ultra-violet SunArc lamp keeps the air fresh and sweet and helps keep mold from forming.

Oh happy days!—There's NO DEFROSTING! A Dual-Temp saves all that disagreeable work. Evaporates excess moisture automatically. Not even a drip tray to empty.

2 appliances in 1! You have a *real* home freezer, too, in your Dual-Temp. So roomy—holds up to 84 pounds of frozen food. So efficient—temperatures as low as 52° below freezing, the coldest cold of any refrigerator. Lets you enjoy out-of-season foods all the year round; saves shopping trips in bad weather.

Admiral Electric Ranges—the only ranges that give you the accuracy of Flex-O-Heat controls, plus the automatic self-turning Rotary Roaster. For refrigerators and electric ranges that do more and cost less, see your Admiral Dealer.



Admiral

DUAL-TEMP

TELEVISION! (See and hear "Lights Out" Mondays, 9 P M EST over NBC Network
"Stop the Music" Thursdays, 8 P M EST over ABC Network)

TELEVISION • RADIO • PHONOGRAPHS • REFRIGERATORS • RANGES





* The only pocket lighter in the world, regardless of fuel used, that gives you 6 full months of safe, sure lights, without refueling or reflinting (even if you smoke as much as a pack a day!)

Now the makers of the Parker Pen bring you the Parker Flaminaire . . .
that lights clear, clean and hot with cold butane gas

A NEW KIND OF CIGARETTE LIGHTER THAT GIVES

6 MONTHS OF LIGHTS

WITHOUT REFUELING!*

NO fooling with liquid fuels

NO fiddling with wicks

NO fussing with reflinting

Lights with a safe, smokeless, odorless flame—the only
taste you get is the taste of your favorite tobacco!

Salute France for the revolutionary idea behind the new
Parker Flaminaire. Here's a new kind of lighter, with
the smart stamp of Parisian styling. And Parker—with
exclusive use of the original French patents—employs all its
precision-engineering ability to build this better, newer
kind of lighter. Which is the reason why—today—you needn't
pay prices up to \$17.50 (which over 200,000 delighted
owners the world over have paid). For only \$12.50
(no F. E. Tax), you can have the new Parker Flaminaire
in its stunning gift case. See it quickly! It's so new
that few will be available for Christmas. At smart
dealers everywhere.

Give it for Christmas—needs no refueling,
no reflinting 'til next summer!



PARKER FLAMINAIRE

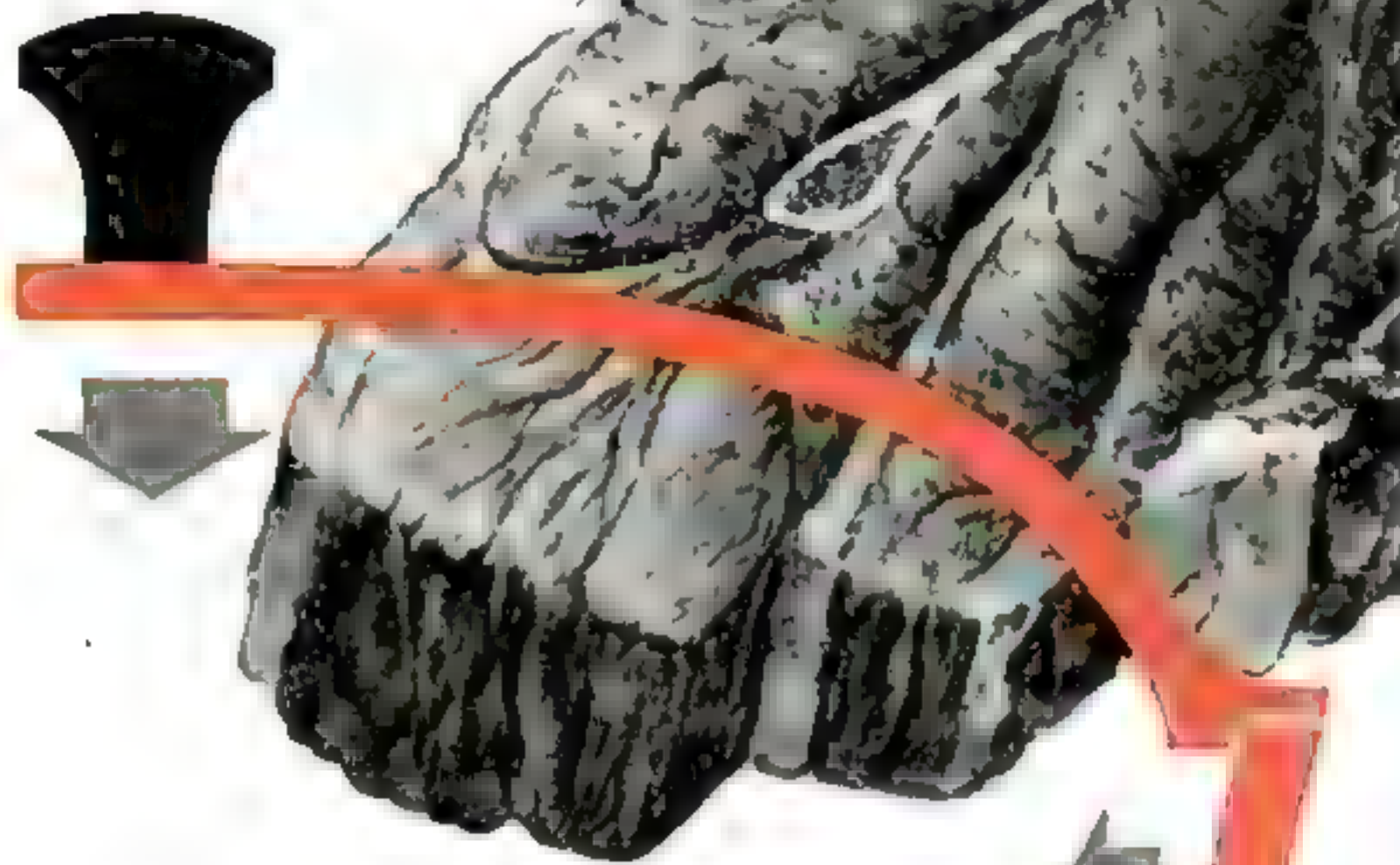
MADE BY THE PARKER PEN CO., U. S. A.

IN STUNNING GIFT CASE—\$12.50

Precision-made to the same high standards achieved
in the Parker "51" Pen—the world's most wanted pen.

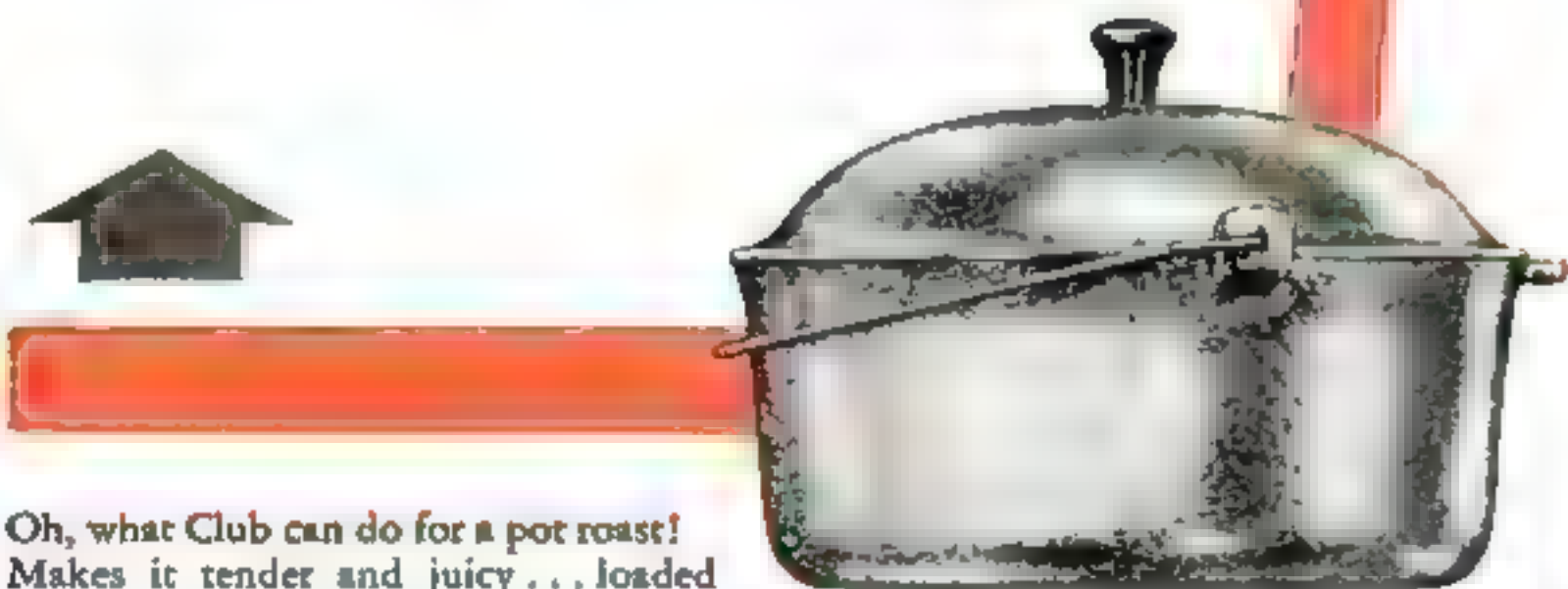
Pot Roast

is so-o-o tender
when cooked
in Club...



This is the cookware that

heats from top down • sides in •
bottom up • that's Club's secret



Oh, what Club can do for a pot roast! Makes it tender and juicy... loaded with flavorful goodness. And you cook it on top of your range. The red diagram above shows why you can do this. The solid cast aluminum, with thick, tapered walls and tight-fitting covers, surrounds food with low, even heat. Meats cook to full flavor in their own moisture. Vitamins and minerals are saved. What Club does for meats, it does for other foods, too. When you "Christmas shop" for your favorite homemaker, see this handsome cookware with its mar-resisting hammered finish that lasts a lifetime.

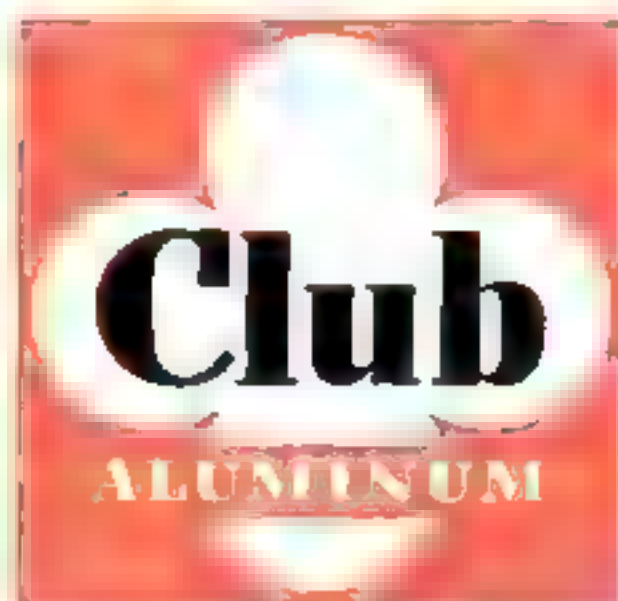
CLUB ALUMINUM PRODUCTS CO., CHICAGO 14, ILLINOIS

**CLUB ALUMINUM HAMMERCRAFT
WATERLESS COOKWARE**

Also Club Glass Coffee Makers and Club Coffee Dispensers

Hear "Club Time"—ABC Network—Saturdays—5:45 PM on most stations

This Dutch oven is just one of 20 Club open-stock pieces. And remember—Club's fine for Christmas giving.



© CAPCO

LETTERS TO THE EDITORS

U.S. POLITICS

Sirs:

It took your editorial ("How Bad Are U.S. Politics?" *LIFE*, Nov. 13) to prompt my first letter to any publication. My deepest thanks for stating in such a profound yet simple way the means by which we voters can keep America great. Your expression is darn near good enough to merit enclosure with all future mailings of sample ballots for the thoughtful and prayerful study of every American citizen before he casts his vote.

GENE BOLAR

Pasadena, Calif.

Sirs:

It gives me a good idea of what points to look for in selecting men who are really worthy and capable of holding positions as U.S. government members. I've just become 21, and therefore haven't voted yet, but I'm anxious for the next big election to come along!

ETHEL DELCAMPRE

Baton Rouge, La.

Sirs:

I trust that *LIFE*, with its tremendous audience, will continue to bring this very serious problem to the attention of the public at frequent intervals and not just at election time. When all citizens give serious thought to this problem something will be done about it.

MORRIS WALDMAN

Chicago, Ill.

PICTURE OF THE WEEK

Sirs:

LIFE's Picture of the Week (Nov. 6) of the fatal auto accident in Alberta, Canada, where an old man was knocked out of his rubber, has a striking sequel in this picture from the *Los Angeles Mirror* (Nov. 14).



The shot was taken by Gene Hackley, *Mirror* staff photographer, about five minutes after the accident. At 5:30 a.m. Hackley was cruising in the *Mirror* radiocar, monitoring police calls, when he heard a call to go to this scene. Arriving at the same moment as the ambulance, he shot his pictures immediately. Circles in chalk around the dead man's shoes and hat were drawn by a Los Angeles police investigator to determine speed and course of the bakery truck which had killed the unidentified man.

VIRGINIA HOBBS

Los Angeles, Calif.

CAGE BIRDS

Sirs:

My household has enjoyed *LIFE* very much in the past, but the issue

CONTINUED ON PAGE 14



"Hey, Bud, you got the wrong house... I wrote for Honor Brand Frozen Foods!"

Only selected varieties of fruits and vegetables—famous for finer flavor and superior freezing qualities—are fresh-frozen by Stokely's Honor Brand. Yet, these finest frozen foods cost you less. Try Honor Brand Frozen Foods and Juices soon. You'll serve the best and still save!

A DIVISION OF STOKELY-VAN DAMP



Fun with Food

By **ELSIE**
the Borden Cow



What? You never made a mince pie! Shame on you! Especially when it's so easy with BORDEN'S NONE SUCH MINCE MEAT... and men love it so!

NONE SUCH MINCE MEAT has all the wonderful eating of real old-fashioned mince meat. But none of the work!



Buy None Such in the ready-to-use or condensed form. Use Crustquick,* or your favorite mix to make the crust, fill it with None Such, and I guarantee you'll be so pleased, you'll serve mince pie regularly!

And when you do—for an added delight, serve it with BORDEN'S PIPPIN ROLL! This fine sharp aged natural American Cheddar Cheese heightens the flavor of pies... and makes delicious little snacks and canapés, too! Try it today!

*Trade-mark of General Mills, Inc. ©The Borden Company

If it's
Borden's
it's got to be good

**HOLIDAY VALUE
SALE!**

Floral Plastic Tablecloth

WHITE LACE DESIGN—FULL SIZE

\$1.50 Value
Yours for
Only 50¢

WITH TWO WRAPPERS OR BOX TOPS FROM
ANY OF THESE LEVER PRODUCTS



Ask Your Grocer about this Sensational Value!
Finest Quality—Resists Stains—Wipes Clean Instantly
with a Damp Cloth—Never Needs Washing or Ironing!

Now...glamorize your daytime meals and dinette dinners with this smart, practical table cover of clear, sparkling plastic cloth. It's a gorgeous floral pattern.

clean with a damp cloth. Never needs washing or ironing. Fully stain-resistant!

An Amazing Value—Will Be Offered Only Once

Go to your grocer's now and stock up on LUX FLAKES, LUX TOILET SOAP, LIFEBOUY, RINSO and SILVER DUST. Send 2 box tops or wrappers from any of these fine Lever products with 50¢ for each tablecloth you order. Get several.

They make marvelous gifts—and are grand for your own entertaining during the holidays and the year 'round. But hurry. Get yours while the supply lasts. Use the handy order blank on this page. Get additional blanks from your grocer—and send them in without delay.

It's hard to believe this handsome table cover is actually yours for only 50¢ and 2 box tops or wrappers from any of the fine Lever products illustrated. This handsome cloth is a certified \$1.50 value. It's full-size approximately 54 x 54 inches—just right for dinette, breakfast or card table.

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**Use This Handy
Order Form TODAY**

Mail to **TABLECLOTH,**
Box No. 730, New York 46, N. Y.

I enclose _____ in cash and _____ wrappers or box tops from any of these Lever Products:

RINSO SILVER DUST LUX FLAKES
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Please send _____ **FLORAL PLASTIC TABLECLOTHS** To:

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This offer is good only in the continental United States (including Alaska), and Hawaii. Expires January 31, 1951. Allow 3 weeks for delivery. This offer is subject to applicable state and local regulations.

MERRY CHRISTMAS

Life-
Size



**BLACK-DAYLITE
TELEVISION**

Big as life—real as life too—new G-E Black-Daylite Television brings you the "season's best!" Wonderful G-E rectangular black tube shows all the TV camera sees. Pictures are so sharp and clear, so lifelike you feel you're seeing the stars in person! Powerful G-E built-in antenna, big G-E Dynapower speaker, G-E Automatic Sound—just tune the picture, sound is right every time! Exquisitely-fashioned cabinetry—veneered in hand-rubbed, genuine mahogany. Here's big-as-life, real-as-life 16" TV—backed by a name you can believe in. Model 16T5.

General Electric Co., Electronics Park, Syracuse, New York

You can put your confidence in—
GENERAL ELECTRIC

LETTERS TO THE EDITORS

CONTINUED

of Nov. 13 was the peak of all enjoyment when we read the article on "Cage Birds."

MRS. HENRY ADAMS
Kalamazoo, Mich.

Sirs:

The Australian grass parakeets are called budgies, from the obsolete English word budgy, which is defined as "made of or resembling hudge, well-furred—i.e., well-bearded."

As every one of the millions of owners of these interesting pets knows, the budgy, when contented, frequently erects the feathers alongside its face to resemble a man of the 1900 era who wore a beard down the side of his face.

LAWRENCE R. BEALL
Lincoln, Neb.



CONTENTED BUDGY

• They do look bearded (above), but authorities still insist that the word budgies comes from the aboriginal term *budgerigara*, meaning "good birds."—ED.

ECA TOUR

Sirs:

"Hoffman's Farewell Tour" (LIFE, Nov. 13) shows a picture of Paul Hoffman with two other men when he visited the ECA mission in Ankara, Turkey. The man in the middle was identified by you as Orren R. McJunkins, deputy chief of the ECA mission in Turkey. I used to work for Mr. McJunkins when he was with OMGLS in Berlin, Germany, and I can't believe this is the same man.

MARILYN HANSEN
Columbus, Ohio

• LIFE's mistake. The man is not Orren McJunkins but Nihat Egriboz, Turkey's minister of agriculture.—ED.

S.M.U. vs. TEXAS

Sirs:

Your reporting of the Texas-S.M.U. game ("A Dose of Psychology Beats a Top U.S. Team," LIFE, Nov. 13) tops all records for fast handling by a magazine. It was superb!

R. G. BROWN
Carthage, Texas

Sirs:

We found your article on the Texas-S.M.U. football game very derogatory. You implied that we won because Kyle Rote was not up to par. You had a picture of Rote not only on the cover but in the article as well. May I ask you who won the game, anyway?

CYNTHIA CHEATHAM
Austin, Texas

Sirs:

You say, "A final boner gave Texas a two-point safety." S.M.U. Coach

CONTINUED ON PAGE 17

HERE'S
HOW

to relieve
discomfort
when you
EAT, DRINK
TOO MUCH



Simply take world-known Eno at bedtime and you'll quickly help neutralize excess stomach acid, ease upset "full feeling" overnight! When you wake, take Eno as a quick-acting laxative. It offers positive, yet gentle relief. Used by millions. At all druggists—buy today!

- 1 ANTACID—relieves sourness, gas and heartburn promptly
- 2 LAXATIVE—to relieve temporary constipation quickly, take before breakfast when needed.
- 3 PLEASANT—as a glass of sparkling, bubbly soda water!



Take
Good-tasting **ENO**



"See! Santa
treats me like
a Saint"

What Christmas cheer for canines—this *crunching* good MILK-BONE DOG BISCUIT! It does a double job...provides the *chewing exercise* that helps keep teeth and gums healthy along with basic nutrients dogs are known to need. Economical because it's concentrated food—baked for purity and easy digestibility. Make Christmas—and every day—merry for your dog with MILK-BONE DOG BISCUIT!

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Twice as much quick magic in setting margins. The new Royal has both right and left hand "Magic" Margins! Position, press, margin set! As easy as turning on a light switch! A Royal exclusive!

Your fingers get away like a rabbit with the new Speed-King Keyboard and high speed key action. Office typewriter specifications. Finger-Flow keys of non-glare plastic. Truly, this is the world's fastest portable!



It's a big, husky typewriter! New features include larger cylinder knobs—newly designed Finger Comfort Controls. And there's greater visibility in setting tab stops. It also has a new revolutionary Contour Case.



PLUS Picture Window writing line visibility, new Paper Lock Scale for easy centering, spacing, and tab arrangements. Plus exclusive "Touch Control." Long writing line—a full 9 inches.

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SIZE. ASK YOUR DEALER
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What a Merry Christmas gift!
The beautiful **GENERAL ELECTRIC**
COMBINATION SANDWICH GRILL AND WAFFLE IRON!



See your G-E dealer. \$21.95. Prices subject to change without notice.

IT'LL BE a Merry Christmas indeed—if someone's thoughtful enough to give you the so-beautiful, so-convenient General Electric Combination Sandwich Grill and Waffle Iron!

You toast delicious sandwiches . . . make tempting, golden waffles (simply by inserting the large interchangeable aluminum waffle grids) . . . even fry bacon and eggs—all right at your table!

That's right! With the wonderful new General Electric Combination Sandwich Grill and Waffle Iron, there's no fussing at the range, no dashing to and from the kitchen to serve dishes nice and hot!

Finished in sparkling, long-lasting chrome plate, equipped with cool plastic handles, the new Combination Sandwich Grill and Waffle Iron is so beautiful it will adorn your loveliest table setting. And its graceful, streamlined design makes it so easy to clean, too!

Automatic, a turn of the Temperature Selector quickly gives you the right heat. A "tell-you-when" light goes off the second you have it. And for added convenience, when the appliance is not in use, you wrap the cord around the grill and secure it with the new G-E cord latch.

Automatic model (illustrated)—and the Standard model at \$16.95—come complete with both sandwich and waffle grids. Also a booklet with a new, taste-delighting recipe for every day in the month. You'll want to use them *all* on Christmas day! General Electric Company, Bridgeport 2, Connecticut.



For a wonderful luncheon treat, toast delicious sandwiches—right at your table!



Larger grids make four waffles at a time to reduce waiting to a minimum!

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GENERAL  ELECTRIC

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*Wedding rings
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The one hundred years of jewelry artistry that stand behind your Artcarved ring set it apart from all others.

Skill, born of a century's experience, enables Artcarved craftsmen to do a special job in strengthening, toughening, and hardening the precious gold for your ring. Then Artcarved experts fashion this gold into bands of uniform quality and carve it in designs that will last a lifetime. Yet for all of this, you pay no more. Look for the trusted name Artcarved in the ring, on the tag.

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- B. Groom's Ring, 14K Gold... \$16.00
Bride's Ring, 14K Gold... \$ 8.00
- C. Groom's Ring, 14K Yellow Gold, White Gold Center... \$35.00
Bride's Ring, 14K Yellow Gold, White Gold Center... \$35.00

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Diamond Rings

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LETTERS TO THE EDITORS

CONTINUED

Newsall stated that he personally called this play. The situation was this: S.M.U. had the ball inside their own 5-yard line with third down coming up, they either had to make a first down or punt into a strong wind. S.M.U. was behind 20-21, with approximately two minutes left to play. If the play had worked, S.M.U. would have made a substantial gain. If it failed, the two points Texas received would have made no difference in the final outcome.

CHARLES A. ARBOTT

Dallas, Texas

Sirs:

My lifelong desire (like many another American) has been to see my picture in LIFE. If my eyes do not deceive me, I think half of me made it in your issue of Nov. 13. Here is a picture of me for you to compare. In the picture captioned "Outdoor cheering by enthusiastic S.M.U. coeds..." appears a coed snipped up the middle. I think I recognize the glasses, wristwatch and suit. Can you tell me—is this me?

VIRGINIA L. MOORE

Dallas, Texas



● Here is your picture (top) and LIFE's picture (bottom). The girl at left, this time with full face, probably is you.—ED.

CONTINUED ON NEXT PAGE

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Artcarved

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*The engagement ring
of her dreams...*



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Expert craftsmen cut Artcarved diamonds according to the high standards established in Artcarved's own cutting plant... then mount them in Artcarved rings, carved in precious metals for lifetime beauty.

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Registered and guaranteed Artcarved diamond rings sell at nationally established prices from \$75 to \$5000, wedding rings from \$8. Look for the trusted name Artcarved in the ring, on the tag.

FREE! "How to Select Your Diamond Ring," a booklet of facts about diamonds and shopping. Write to J. R. Wood & Sons, Dept. L-10, 216 E. 43rd Street, New York 17, New York.

A. **Sheraton Set.** Engagement Ring, \$220.00. Also from \$100 to \$700. Bride's Earrings, \$57.50. Groom's Ring, \$75.00.

B. **Canterbury Set.** Engagement Ring, \$525.00. Also from \$125.00 to \$1250.00. Bride's Wedding Ring, \$9.25.

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Rings engraved to show detail. Prices include Fed. tax and are subject to change without notice. *Trade Marks Reg.

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Give the GIFT
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Extra delicious
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Meals
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When you use these
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Illustrated is the beautiful, NEW
**COPPER BONDED
STAINLESS STEEL
Presto COOKER**

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America's finest...America's favorite...
*SLIGHTLY HIGHER WESTERN ZONE

Presto COOKING
Brings Christmas Cheer
Throughout the Year...

MEATS... CHICKEN... Yes, even less expensive cuts... and tougher, older birds, are PRESTO Cooked to delicious tenderness in mere minutes. For example: A 4-lb. roast is ready to serve in 35 minutes; stewed chicken in 20 minutes, etc.

VEGETABLES... retain more natural minerals, vitamins, food flavors and colors. PRESTO Cooking times for all vegetables are amazingly short. For example: Peas, spinach, asparagus, etc., are ready for the table in 1 to 2 minutes; broccoli in 2 minutes, etc.

SOUPS... PRESTO Cooked, are more delicious and more nourishing. They're ready to serve in an amazingly few minutes. And such soups! Only PRESTO Cooking can give them such fine flavors.

DESSERTS... PRESTO Cooked puddings, steamed breads and fruit cake become rare treats in a fraction of ordinary cooking time. Even stubborn appetites yield to these PRESTO COOKER kitchen-delicacies.

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The ideal gift for any homemaker is one or a set of PRESTO COOKERS! These best-of-all kitchen helpers can help her prepare better, more appetizing, more nutritious meals in fractions of ordinary cooking time.

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So easy, so safe, so wonderful to use



SAVE MONEY ON FOOD BILLS... Cheaper cuts of meats become blue ribbon treats in mere minutes when you use a wonder-working PRESTO COOKER!



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LETTERS TO THE EDITORS

CONTINUED

SCALP EPIDEMIC

Sirs:

... An outbreak of ringworm similar to that in Sault Ste. Marie ("Scalp Epidemic Sweeps the Soo," *LIFE*, Nov. 13) occurred in a village in Ireland just outside Belfast, with 80% of the children affected, mostly boys.

The treatment used was similar to that used in Canada, except the hair was removed by X-ray treatment.

The boys hated having their hair removed, but strangely enough the girls didn't, maybe because when one child's hair started to grow again it came in masses of small curls.

Mrs. F. G. MORGAN, S.R.N.
East Islip, N.Y.

PERILS OF DEBORAH

Sirs:

You state in your movie review of "King Solomon's Mines" (*LIFE*, Nov. 13) that the movie company worked on location in the Belgian Congo where the "temperature often reached 152° at noon." According to my information the hottest weather ever recorded was at Aziza, Libya, with 136°.

GORDON MITCHELL

Ridgewood, N.J.

● *LIFE* was right but somewhat misleading. One day in Uganda, when a thermometer hanging in the sun registered 140°, seven large silvered reflectors were used to concentrate brightness on the actors. Technicians calculated this raised the temperature to about 152° —ED.

POLITICIAN WEISS

Sirs:

Speaking of Pictures (*LIFE*, Nov. 13) illustrated a college thesis on how to be a successful politician and adds: "The project, on which Weiss got an A, will not be wasted," and that he plans on going into politics himself. I think the professor gave him the wrong grade. An aspiring politician who misses his chance to get his picture printed 12 times in one issue of *LIFE*, by taking the pictures of his friends instead of having his friends take pictures of him, deserves a D instead of an A and the project was certainly "wasted."

W. M. ANDERSON

Temple City, Calif.

Sirs:

Here is a photograph of Nathan Weiss, whose photographic thesis you published. When I asked Nat for a casual pose, he said, "Don't be ridiculous! That wouldn't be me!"

CARROLL HENRY WEISS

New York, N.Y.



VOTE-GETTER WEISS

CONTINUED ON PAGE 11

Alka-Seltzer First Aid Relief for Cold Discomforts and Headaches



FIRST A SHIVER—THEN A SNUFF, THEN A BLOW OR SNEEZE. ALKA-SELTZER'S WHAT WE NEED FOR JUST SUCH TIMES AS THESE.



I ALWAYS KEEP A GOOD SUPPLY AROUND THIS TIME OF YEAR. IT COMES IN MIGHTY HANDY WHEN WINTER COLDS APPEAR.



LESS DISCOMFORT FROM A COLD, SOUND'S GOOD TO ME AND ME. SO WE TAKE ALKA-SELTZER. TILL OUR DISCOMFORTS FLEE.



IF YOU'VE NEVER TRIED ALKA-SELTZER —you don't know what you are missing! Try it when you want fast relief for Acid Indigestion, Headache, Cold Discomforts or Muscular Pains. If not completely satisfied your druggist will refund your money. AT ALL DRUG STORES U.S. and CANADA

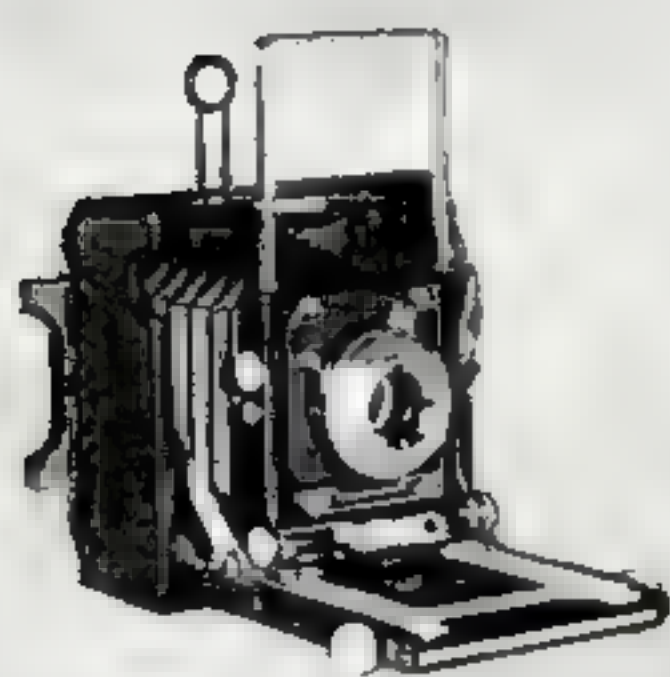


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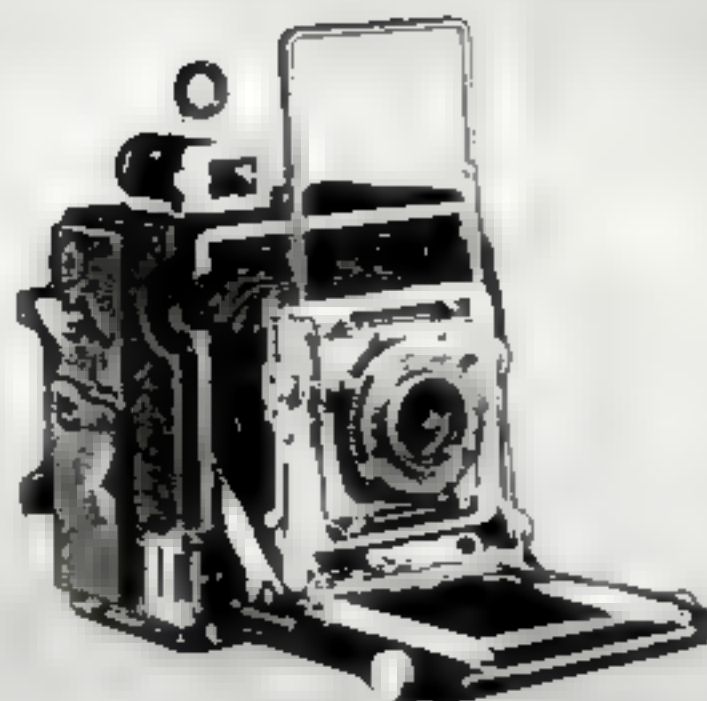
Eyes overworked? Do they feel tired, used-up? Give them a quick rest with Murine. Just put two drops of soothing, comforting Murine in each eye. In seconds, your eyes feel fresh, rested—and chances are that when your eyes feel better, you'll feel better all over. Murine's scientific blend of 7 ingredients comforts your eyes as gently as a tear. Use Murine whenever your eyes tell you to.

MURINE
FOR YOUR EYES

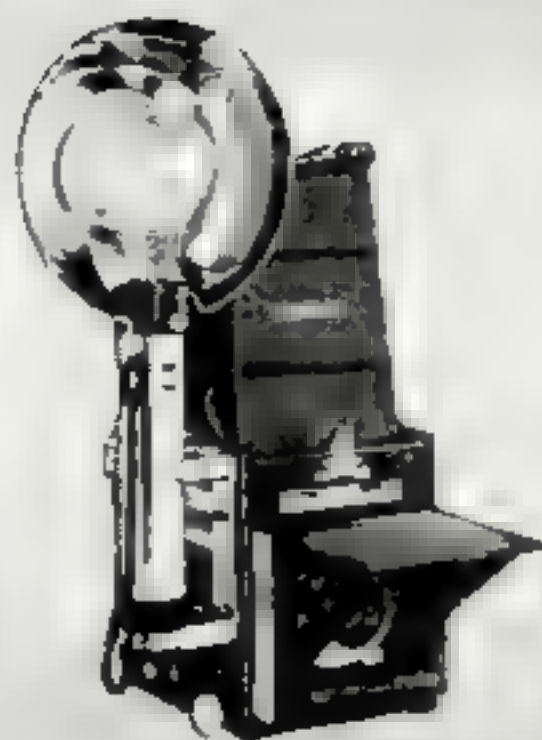
**GRAVY
MASTER**
ALL THAT THE NAME IMPLIES



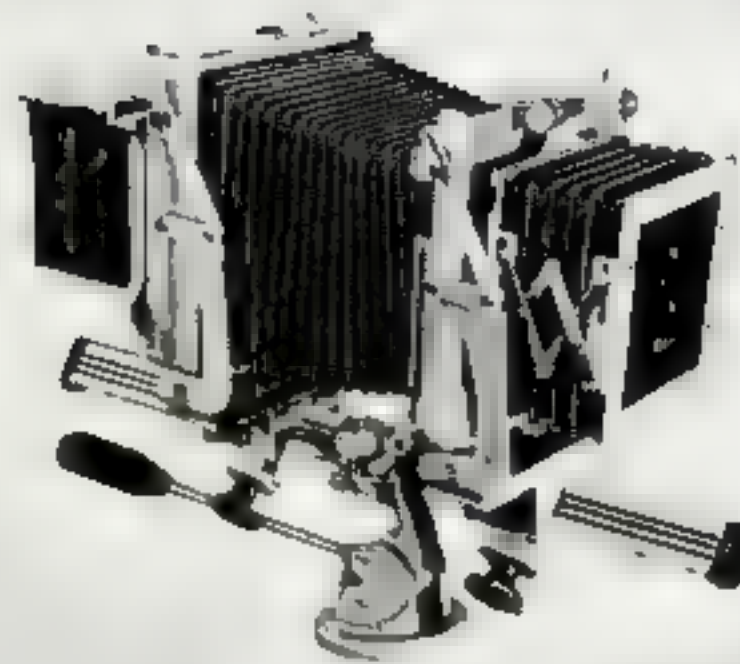
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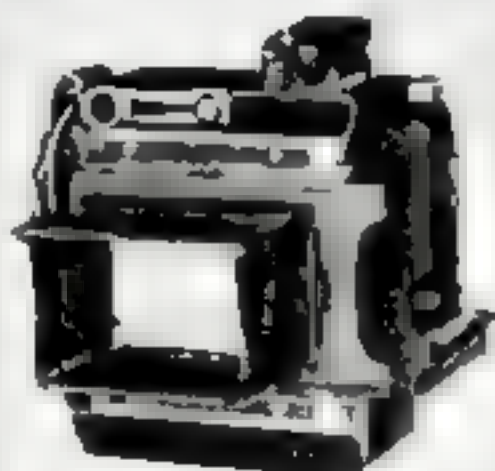
Cameras and equipment in all price ranges to inspire the beginner... thrill the fan... delight the expert. This Christmas and year 'round, you can't miss with Graflex!



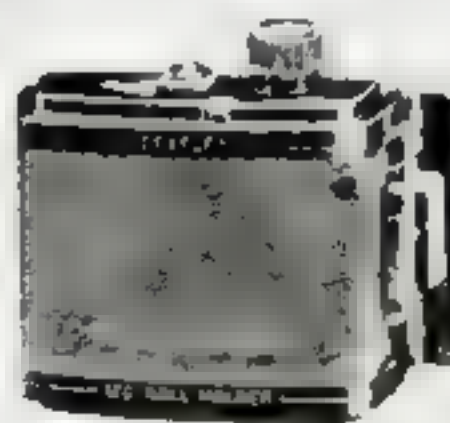
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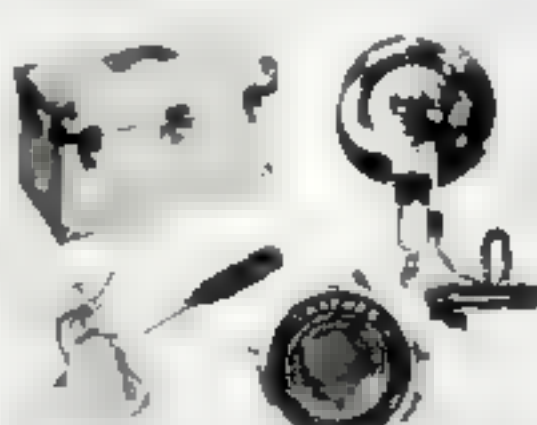
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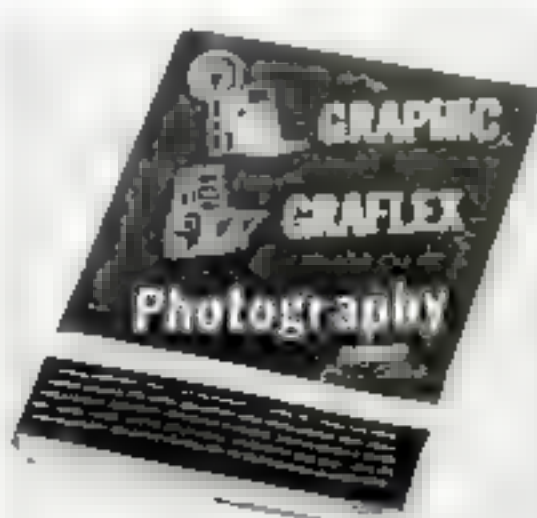
GRAFLARGER. With Aristo Cold Light. Half the fun and skill of photography is in the dark room... and the Graflarger is a wonderful new and money-saving accessory with many dark-room uses. Attaches to any Graphic or Graflex camera to make a home, or portable enlarger, doubles as a retouching stand, a transparency viewer. \$38.75, Underwriters' Laboratories approved. Graflarger stand—\$17.95.



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LETTERS TO THE EDITORS

CONTINUED

BEAR HUNT

Sirs:

This is my second letter to LIFE. The first was similarly occasioned in 1944 by pictures of a Midwestern fox hunt which showed a cheerful group of farmers killing frantic foxes by beating them to death. Understandably you could not give my letter mention at that time because of other thousands who felt as I did.

In the issue of LIFE, Oct. 30, which I have just read, I was appalled at the pictures dealing with the wretched death of one very small bear. I hope many more thousands felt again as I did.

MALCOLM MORSE JR.

Boston, Mass.

● They did. LIFE has received a total of 4,673 letters on "A Defiant Cub is Killed" (LIFE, Oct. 30) as against 3,975 letters on the Ohio fox hunt (LIFE, March 13, 1944).—ED.

ELLIS ISLAND

Sirs:

Thanks for your story, "Ellis Island" (LIFE, Nov. 13). What would be the proper address for Christmas toys for Ellis Island children?

MRS. CHARLES MESZAROS

Milwaukee, Wis.

● Mrs. Jenny Pratt, Ellis Island Social Service Station, Ellis Island, N.Y. would be happy to distribute packages to the children.—ED.

"ANGEL FROM HELL"

Sirs:

Howard Sochurek of LIFE has qualified as a parachutist with the 187th Regimental Combat Team. During the time Howard was with us he actually made two jumps—one practice jump near Seoul, Korea and the other a combat jump at Sukchon, Korea on Oct. 20, which you reported in your issue of Nov. 6 ("Camera Records a Combat Jump"). He impressed us immensely by his personal courage and his high professional integrity while covering the story of this regiment. We are therefore happy to enroll a member of your photographic staff as an honorary member of the "Angels From Hell." Please tell Howard that his "jump wings" are forthcoming.

F. S. BOWEN JR.
Brig. General,
U.S. Army,
Commanding

San Francisco, Calif.

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Fast, Effective Help for HEADACHE

Upset Stomach-Jumpy Nerves



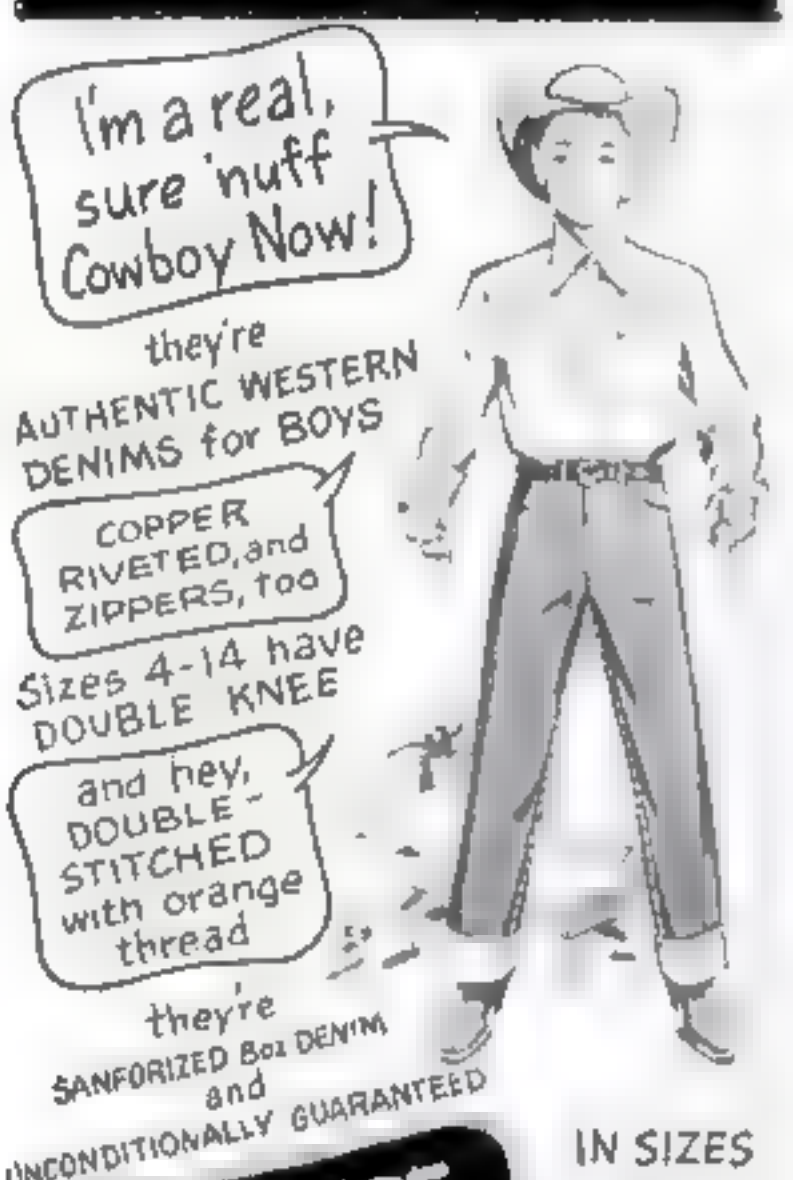
Fight Headache 3 ways fast with Bromo-Seltzer and get really effective pain relief!

1. Relieves headache pain.
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3. Quiets jittery, jumpy nerves.

For best results, use cold water. Follow the label, avoid excessive use. You must be satisfied or your money back. Get Bromo-Seltzer at your drugist's today. A product of Emerson Drug Co.

BROMO-SELTZER

Hi Yo, Christmas!



they're AUTHENTIC WESTERN DENIMS for BOYS

COPPER RIVETED, and ZIPPERS, too

Sizes 4-14 have DOUBLE KNEE

and hey, DOUBLE-STITCHED with orange thread

they're SANFORIZED BOY DENIM and UNCONDITIONALLY GUARANTEED

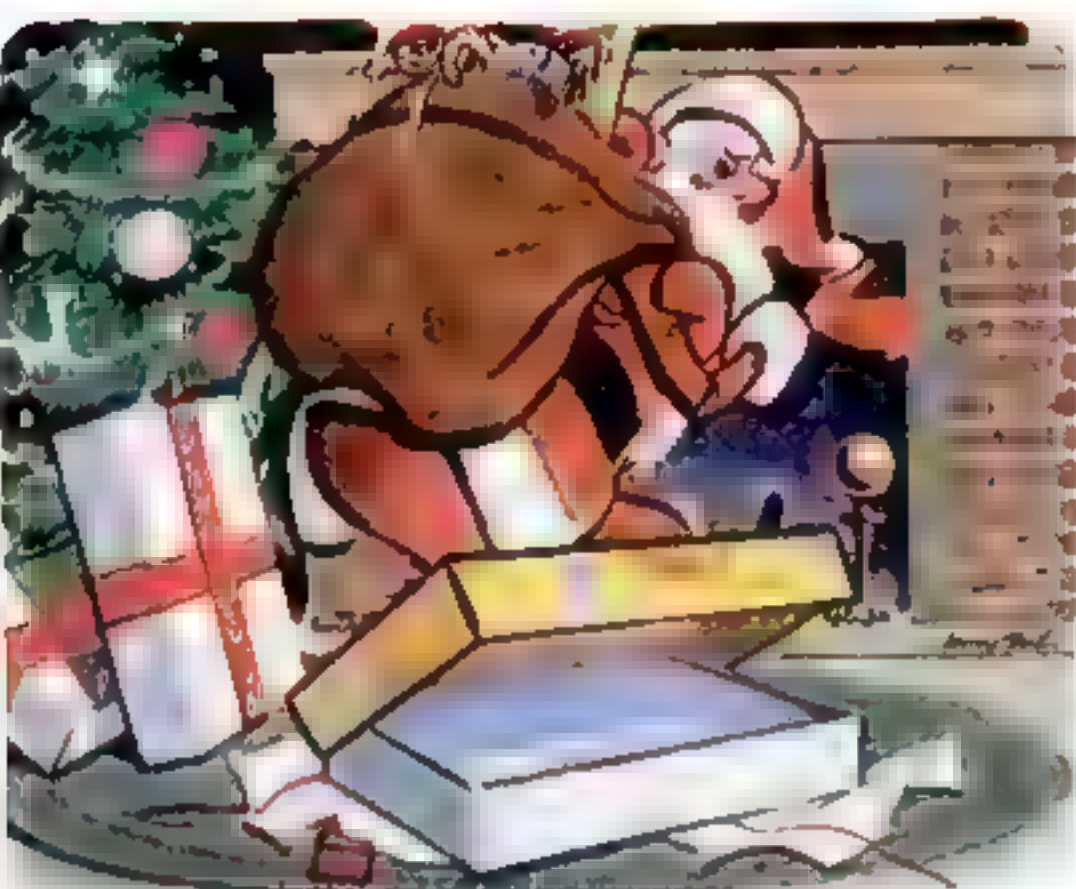


IN SIZES 1-22
Husky
Sizes too
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IN U.S.A.

HEY GIRLS—if you want real Authentic Western Jeans—ask for Ruffies Out of the West ALL SIZES \$3.45

Manufactured by OKLA. CLO. MFGS. Inc., Okla. City 1, Okla.

... and to all a good night!



**Give the gift that means
better sleep, night after night,
year after year**

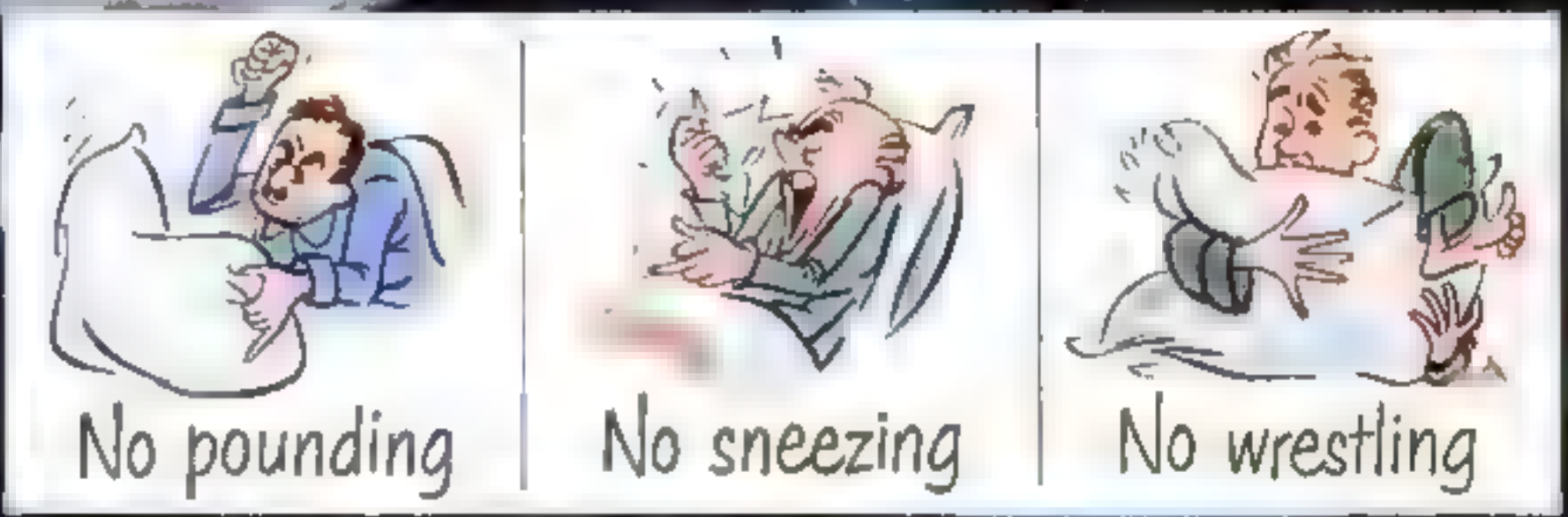
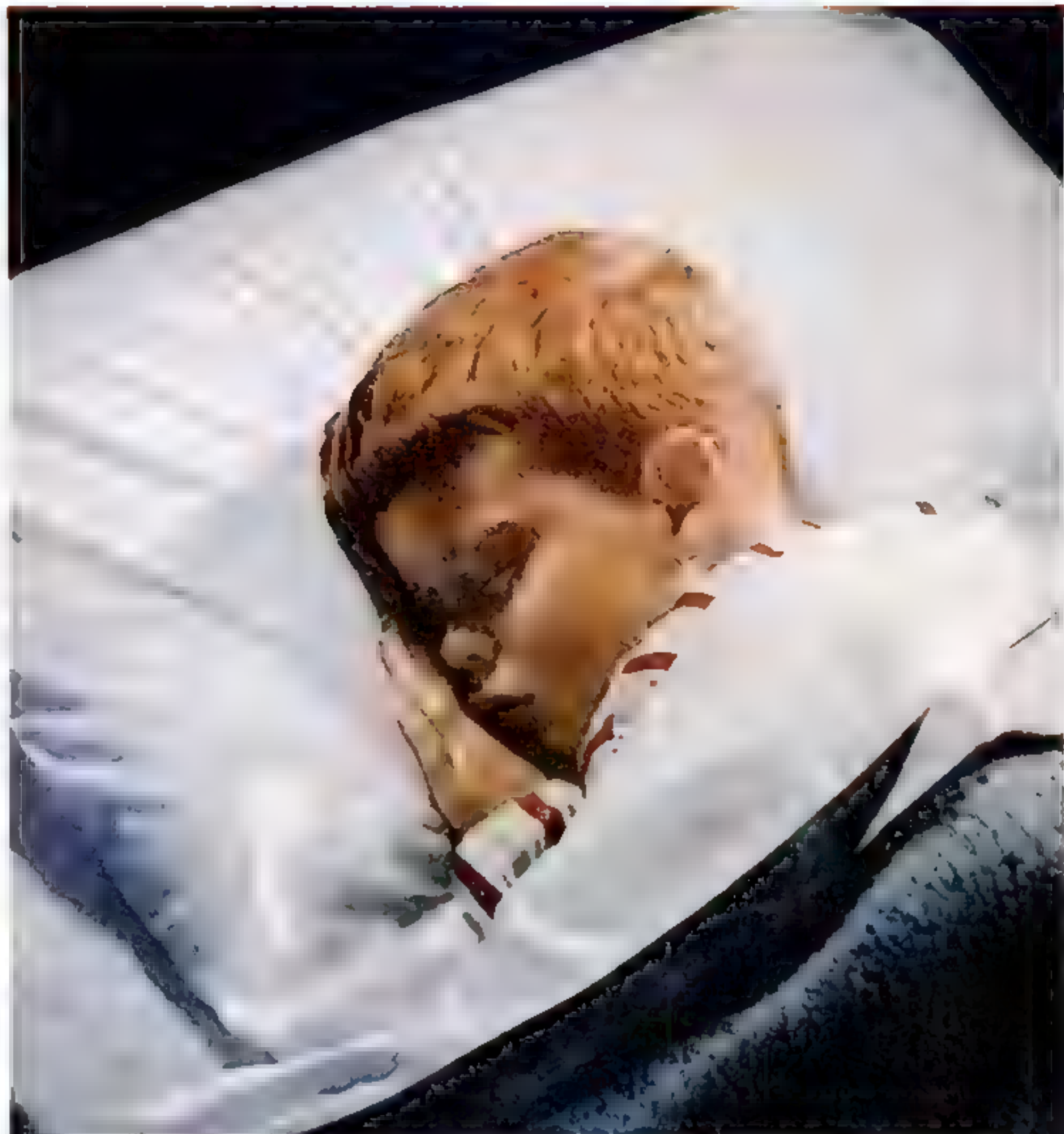
THERE'S no grander gift—to give or to get—than a luxuriously comfortable AIRFOAM pillow. Made by Goodyear's Double Foam process, it brings you the most blissful headrest you've ever known.

Cool, buoyant, soothingly soft, AIRFOAM cushions every move of your head with firm, utterly restful support. AIRFOAM never sags or hollows out—you never have to plump it back to shape. It keeps its airy liveness all night—and every night—for years and years of glorious sleep.

What's more, air circulating through millions of tiny cells keeps this magic pillow cool and comfortable in any weather. It doesn't collect dust—it's a boon to allergy sufferers.

Look for AIRFOAM pillows at furniture and department stores. They're the perfect Christmas gift—a modern miracle of comfort. Goodyear, Airfoam Dept., Akron 16, Ohio.

Press your fingers down on AIRFOAM and it gently gives, cradling them buoyantly. Lift your hand and AIRFOAM instantly plumps back to full-rounded shape.



Airfoam
SUPER-CUSHIONED PILLOWS BY
GOODYEAR
THE GREATEST NAME IN RUBBER

AIRFOAM—T M The Goodyear Tire & Rubber Company, Akron, Ohio

We think you'll like "THE GREATEST STORY EVER TOLD" - Every Sunday-ABC

CROSLEY *Family*

gives you

FULL ROOM VISION

...with the new wide-angle Family Theatre Screen



Clear Big Pictures — Full Room Vision
on this Crosley Family Theatre Screen

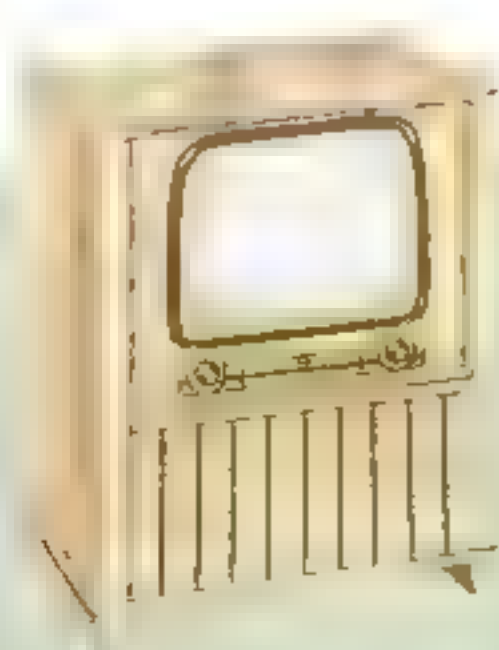
ORDINARY VIEWING



CROSLEY VIEWING



17 INCH Console Model 11-460 (Rectangular Tube). Stunning cabinet with bow front, rich mahogany veneer.



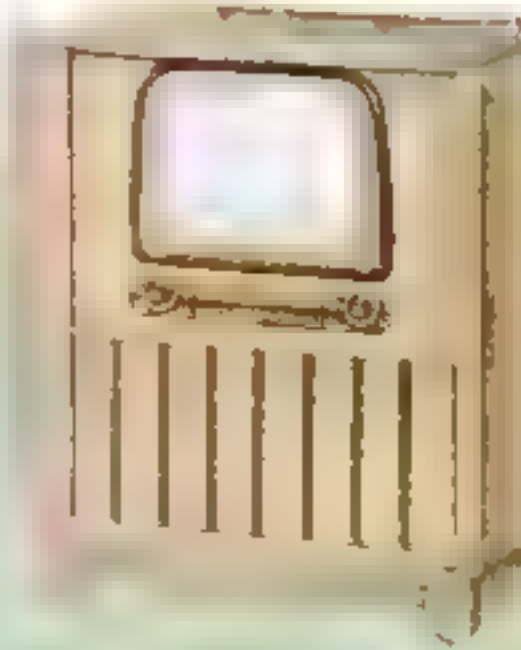
17 INCH Console Model 11-483 (Rectangular Tube). Blond wood veneers make a gorgeous cabinet.



17 INCH Table Model 11-442 (Rectangular Tube). Compactly beautiful in a mahogany veneer cabinet.



19 INCH Console Model 11-484 (Round Tube). Cabinet superbly finished in blond wood veneer.



17 INCH Console Model 11-470 (Rectangular Tube). Handsome cabinet of blond wood veneer.

THE PACE-SETTING DESIGNS ARE COMING FROM CROSLEY

Theatre Television



Thinking of a TV set for the family this Christmas? Be sure to get the set that has **FULL ROOM VISION**—the new 1951 Crosley with the wider angle Family Theatre Screen*!

You get dependable Big Picture Performance—at all times—because the Crosley Super-Powered Circuit has the *plus-power* needed for big 16-, 17-, and 19-inch picture tubes.

Patented and exclusive, the Built-in Automatic Dual Antenna is an omni-directional, high and low channel aerial that requires no manual adjustment whatever. Actually two aerials in one, it is designed for peak performance on all channels.

Enjoy a demonstration of Full Room Vision today... learn about the brilliant electronic advances that help make Crosley Family Theatre Television the set of the year...and for the years! Choose the Crosley set that suits your taste and pocketbook...from *twenty* gorgeous models...consoles and table models with **BIG 16-, 17-, and 19-inch** picture tubes...in traditional and modern cabinets...richly finished in mahogany, walnut, and blond wood veneers.

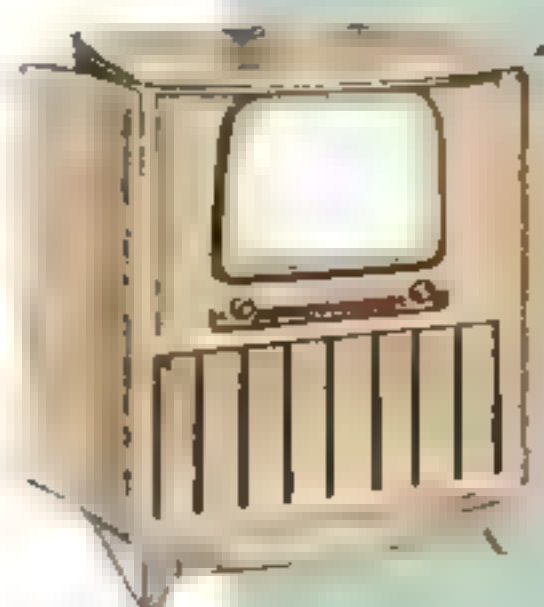
For prompt Christmas delivery, you'll be wise to act now!

Crosley Division  Cincinnati 25, Ohio

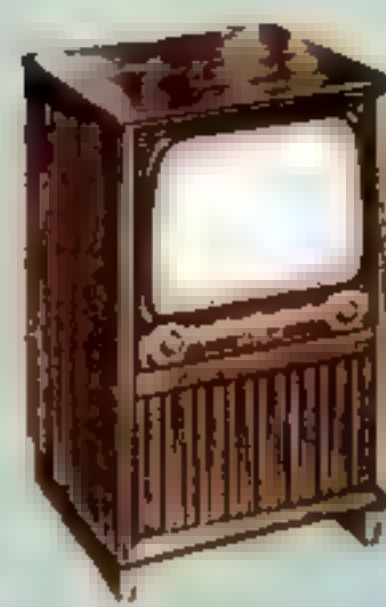
Better Products for Happier Living

Shelvardor® Refrigerators... Freezers... Sinks... Garbage Disposers... Radios
Electric Ranges... Electric Water Heaters... Steel Kitchen Cabinets... Television

*Patent Pending



16 INCH Console Model 11-477
(Rectangular Tube). Curved doors.
Blond wood veneer cabinet.



16 INCH Console Model 11-465
(Rectangular Tube). Cabinet of
rich walnut veneer.



16 INCH Console Model 11-446
(Round Tube). Cabinet of Hon-
duras mahogany veneer.



16 INCH Console Model 11-447
(Rectangular Tube). Superb cab-
inet of mahogany veneer.



16 INCH Console Model 11-475
(Rectangular Tube). Cabinet of
lustrous blond wood veneer.



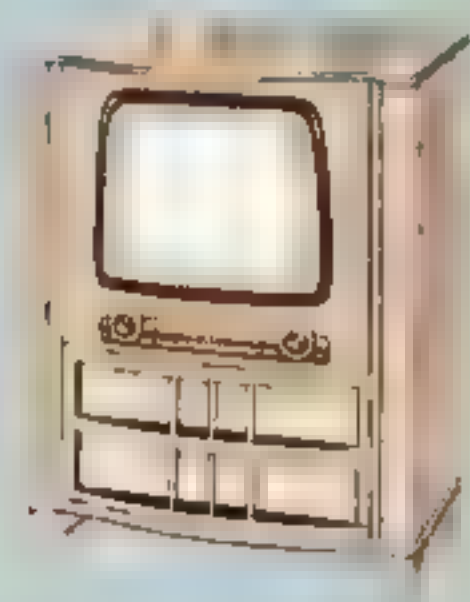
19 INCH Console Model 11-443
(Round Tube). Magnificent ma-
hogany veneer cabinet.



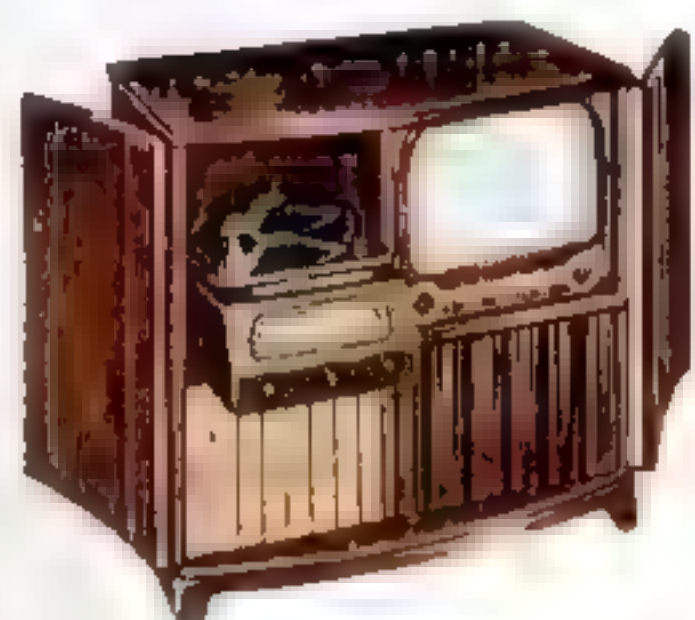
16 INCH Console Model 11-445
(Rectangular Tube). Cabinet is
finished in mahogany veneer.



19 INCH Console Model 11-454
(Round Tube). Traditional ma-
hogany veneer cabinet.



16 INCH Console Model 11-476
(Round Tube) with curved front.
Blond wood veneer cabinet.



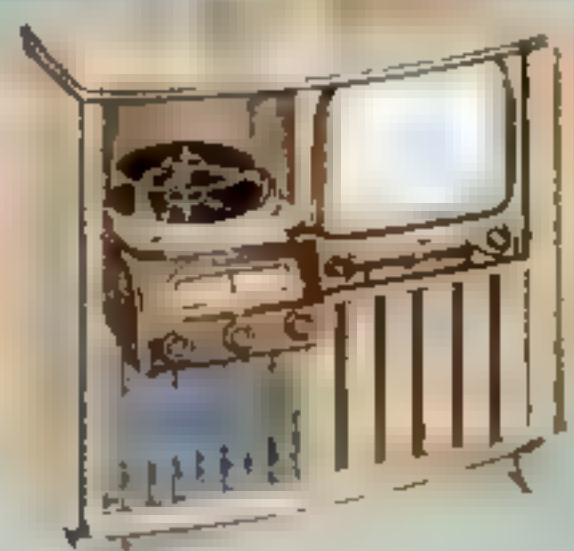
17 INCH All-Entertainment Console Model 11-444
(Rectangular Tube). Superb radio, 3-speed record player.



17 INCH Console Model 11-453
(Rectangular Tube). Richly finished
mahogany veneer cabinet.



17 INCH Table Model 11-472
(Rectangular Tube). Honey-colored
blond wood veneer cabinet.



17 INCH All-Entertainment Console Model 11-474
(Rectangular Tube). Superb radio,
3-speed record player. Blond veneer.



19 INCH Console Model 11-458
(Round Tube). Superb transitional
style cabinet in mahogany veneer.



16 INCH Table Model 11-459
(Rectangular Tube). Cabinet richly
finished in mahogany veneer.

Only Crosley Family Theatre Television gives you all these features!

- 1. Full Room Vision** . . . is what you enjoy with Crosley's wide-angle Family Theatre Screen.
- 2. Super-Powered Circuit** assures the *plus-power* you need for clear, sharp pictures on those BIG 16-, 17-, and 19-inch picture tubes.
- 3. Precision Contrast Control** gives a much better picture by allowing you to control the intensity of the picture's "whites" and "greys."
- 4. Automatic Dual Antenna** . . . makes television enjoyment in most homes as simple as plugging the receiver into a wall socket. There's no separate antenna tuning . . . the Crosley-patented antenna tunes itself.
- 5. Improved Unituner** . . . gives you quick, simplified tuning, and freedom from inter-channel interference.
- 6. Theatre Tone**... matched Crosley speaker and audio system provide the full-toned sound you are accustomed to hear at the movies—clear and understandable.
- 7. Quality Manufacture and Super Inspection** assure years of pleasure with your Crosley Family Theatre Television receiver.



For free reproduction of this painting, write to Johnson & Johnson, Box 1006, Dept. D, New Brunswick, N. J.

"Mommy always says you're safe when you use Johnson & Johnson"



New exclusive formula: Now Red Cross Adhesive Tape gives better sticking qualities and greater freedom from skin irritations.

This product has no connection whatever with American National Red Cross.



Red Cross Cotton comes to you sterile. This long-fibered cotton is the whitest, softest, most absorbent surgical cotton available.



Sealed in individual envelopes, Red Cross Sterile Gauze Pads are soft, absorbent, absolutely sterile. Ideal for First Aid and Baby Care.



Fine mesh, pliable gauze with clean-cut edges, Red Cross Gauze Bandages unravel less, stay neater. Famous for sterility and quality.



Individually wrapped and sterile, BAND-AID Adhesive Bandages are convenient protection for small cuts, blisters, and abrasions.

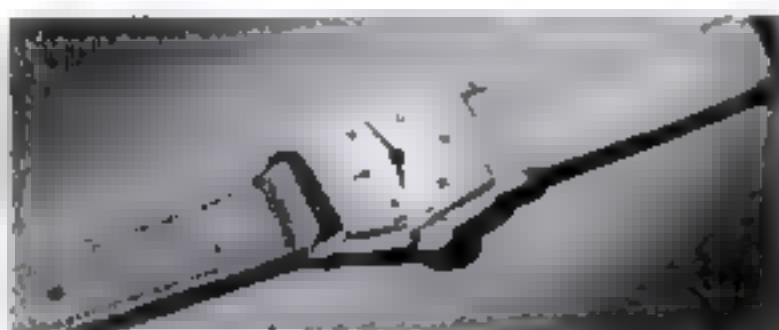
Surgical dressings...high in quality...low in price...

Johnson & Johnson

Christmas wishes live for years when you give a **WESTCLOX**



Wrist Ben This new Westclox is smartly-styled, built to take rugged use. Chrome finish case, stainless steel back, curved to fit wrist. Silvered metal dial. Non-breakable crystal. Comes in plain or luminous dial.



Lance Westclox finest wrist watch! Conveniently small, and graceful. 10 kt. rolled gold plate front case; stainless steel back, curved to fit the wrist. Non-breakable crystal. Pig-grained strap. Comes in plain dial.



Rajah Smart and dependable. Small, handsome for dress, sturdy for work or play. Chrome finish rectangular case has stainless steel back, curved to fit the wrist. Non-breakable crystal. Comes in plain dial.



Pocket Ben Champion of pocket watches—famous for dependability and long life. His handsome case is thin yet sturdy, with highly polished plated finish. Non-breakable crystal. Comes in plain or luminous dial.



Scotty An exceptional value. Thin, smartly designed, with typical Westclox sturdiness. Bright nickel plated case. Rich silvered-metal dial. Non-breakable crystal. Comes in plain dial. A quality watch at a low price.

WESTCLOX

Watches

GT MADE BY THE MAKERS OF BIG BEN
Products of GENERAL TIME Corporation

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Kaywoodie's easy
on my throat



I don't inhale
with Kaywoodie



You feel better when you
smoke Kaywoodie



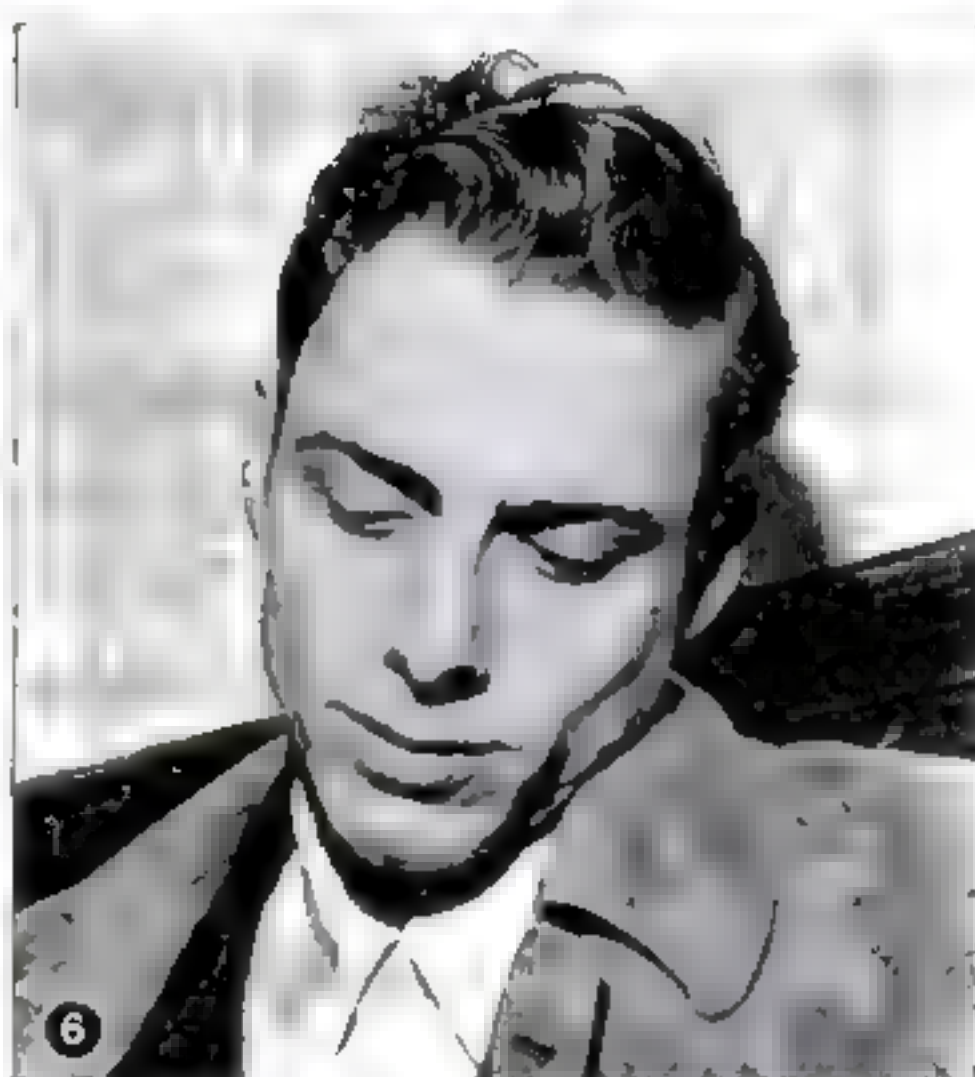
GRADUATE TO KAYWOODIE

and you'll never smoke any other pipe



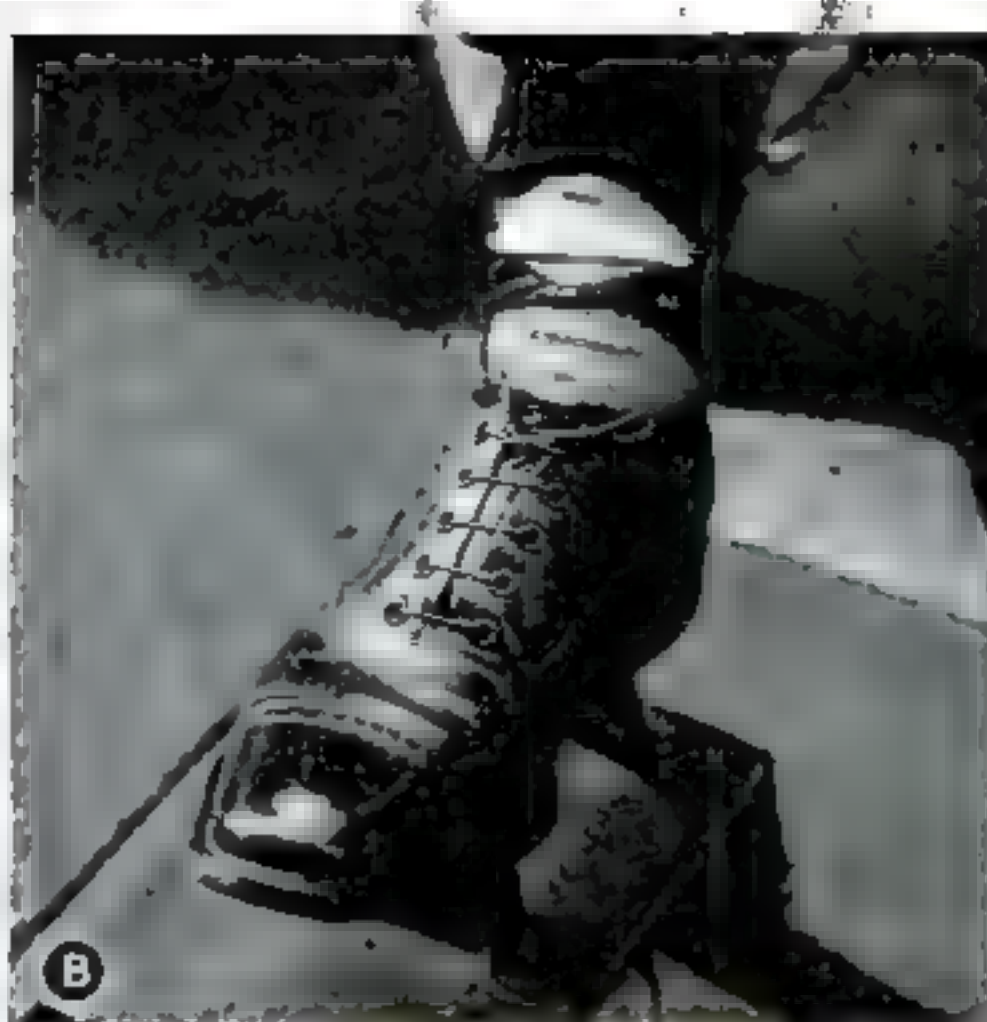
Buy Kaywoodie Pipes to give at Christmas.
Kaywoodie is a personal possession of
character. Rare imported briars selected,
seasoned and shaped with 100 years ex-
perience. Choose from Folder 12, write
now Kaywoodie Company, Estab. 1851,
630 Fifth Ave., New York—and London.

CUT OUT AND MAIL
Kaywoodie Co., 630 Fifth Ave., N. Y.
Send me Folder 12 picturing
Kaywoodie Pipes, \$5, \$7 50,
\$10, \$12 50; Kaywoodie Cigar
and Cigarette Holders \$3 50, \$5.
Name _____
Address _____

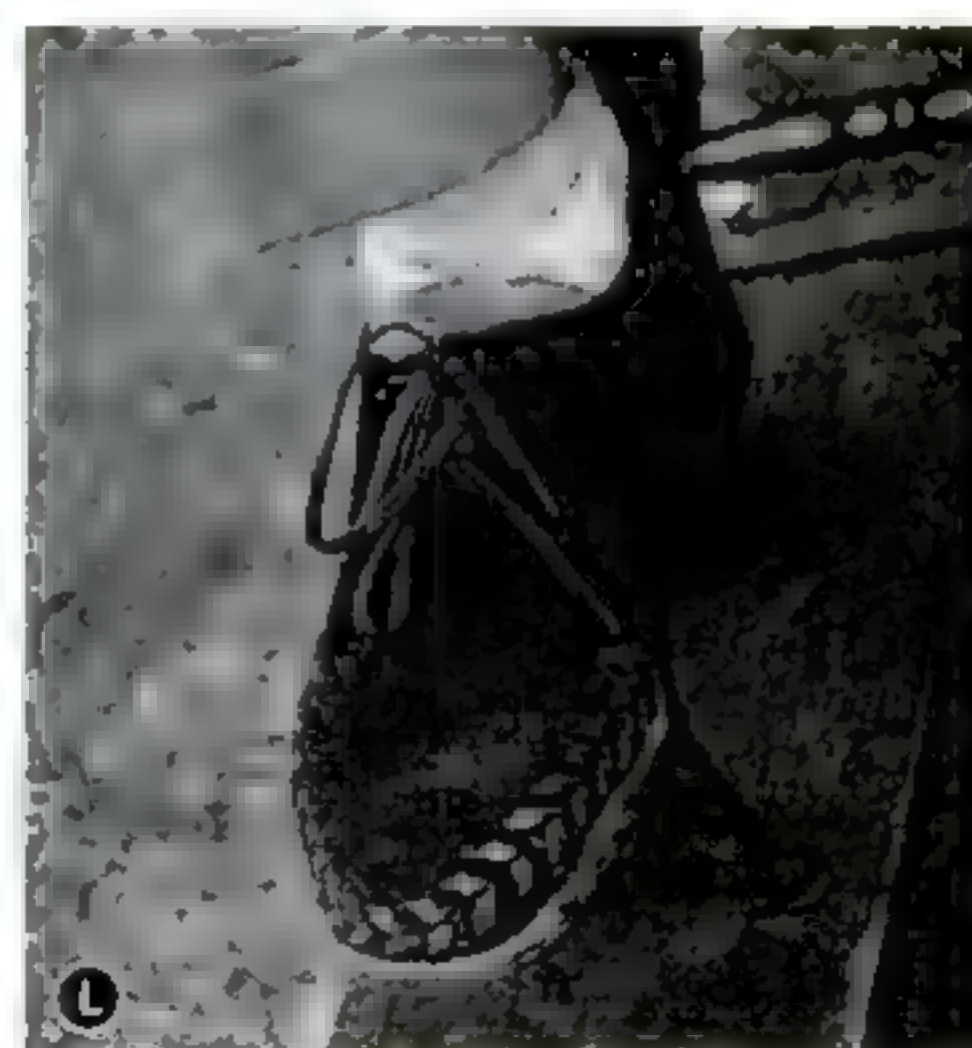


SPEAKING OF PICTURES

This is a game: can you
tell a shoe by its owner?



A basic item of civilized clothing is shoes, which are worn to keep out stones, broken glass, the cold and other people's feet. Photographer Burt Glunn thinks that shoes, in addition to their utilitarian function, are often an accurate reflection of the faces they help support. To test this thesis, he recently spent four days walking the streets of New York taking pictures of both ends of people who were getting their shoes shined. The shoes on this page belong to the people on the opposite page. To see if they agree with the photographer's thesis, LIFE's readers should try to match the faces with the feet. The correct answers to the test are given on the next page. A score of 90% or better indicates that the reader probably never looks where he's going.

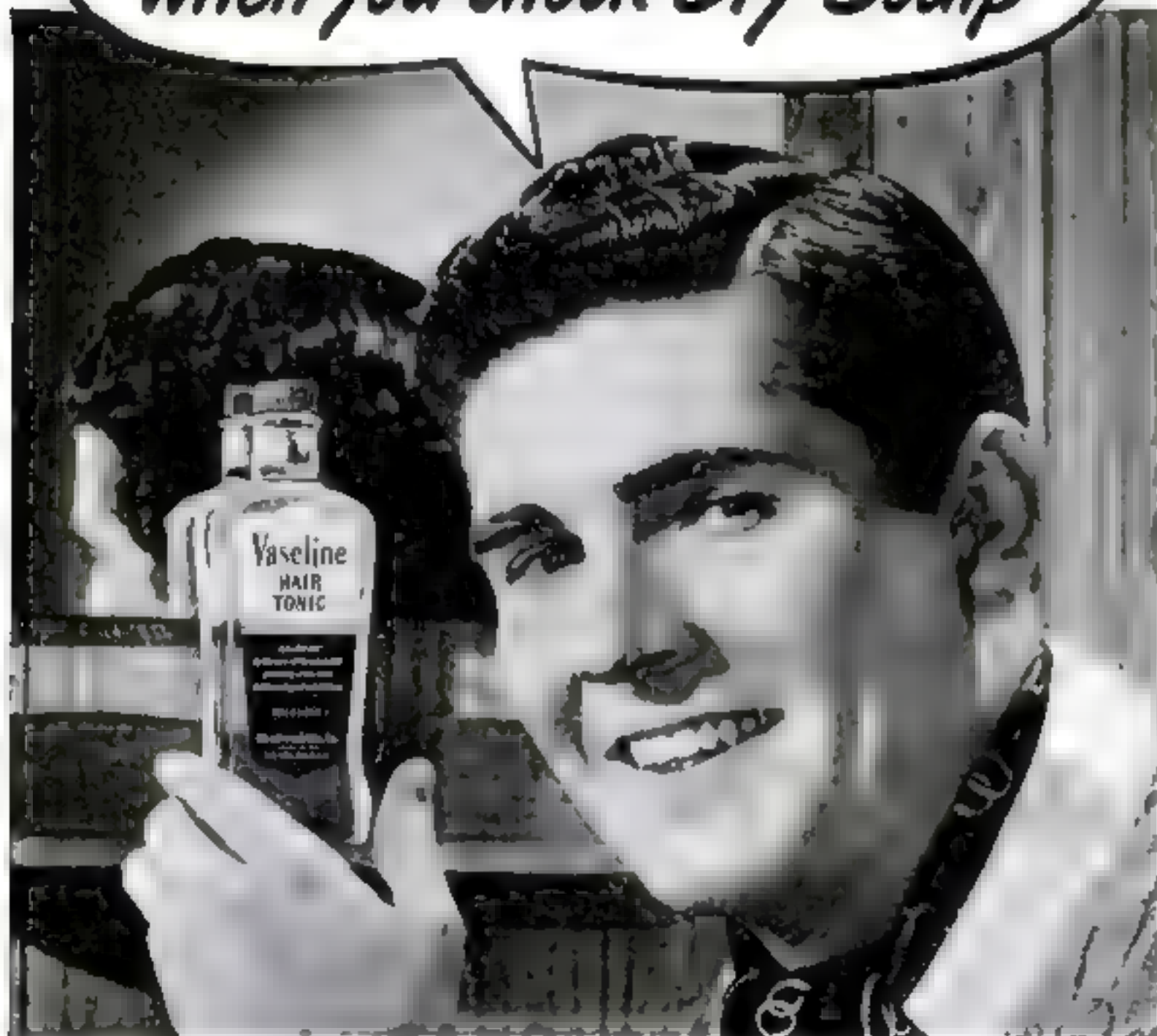


oh-oh, Dry Scalp!



"TED'S GREAT on skis, but he sure falls flat when it comes to good-looking hair. He's got Dry Scalp! Dull, unruly hair that must be hard as the dickens to comb! And just look at that loose dandruff. I'd better tell him about 'Vaseline' Hair Tonic right away..."

*Hair looks better...
scalp feels better...
when you check Dry Scalp*



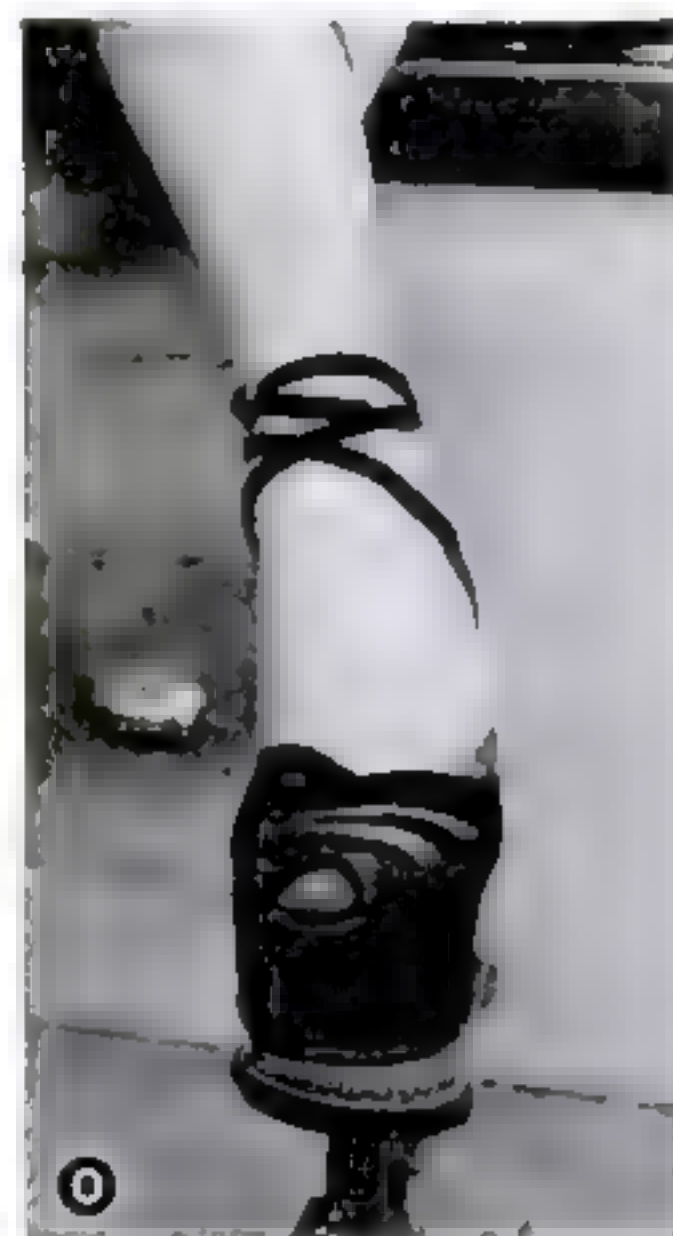
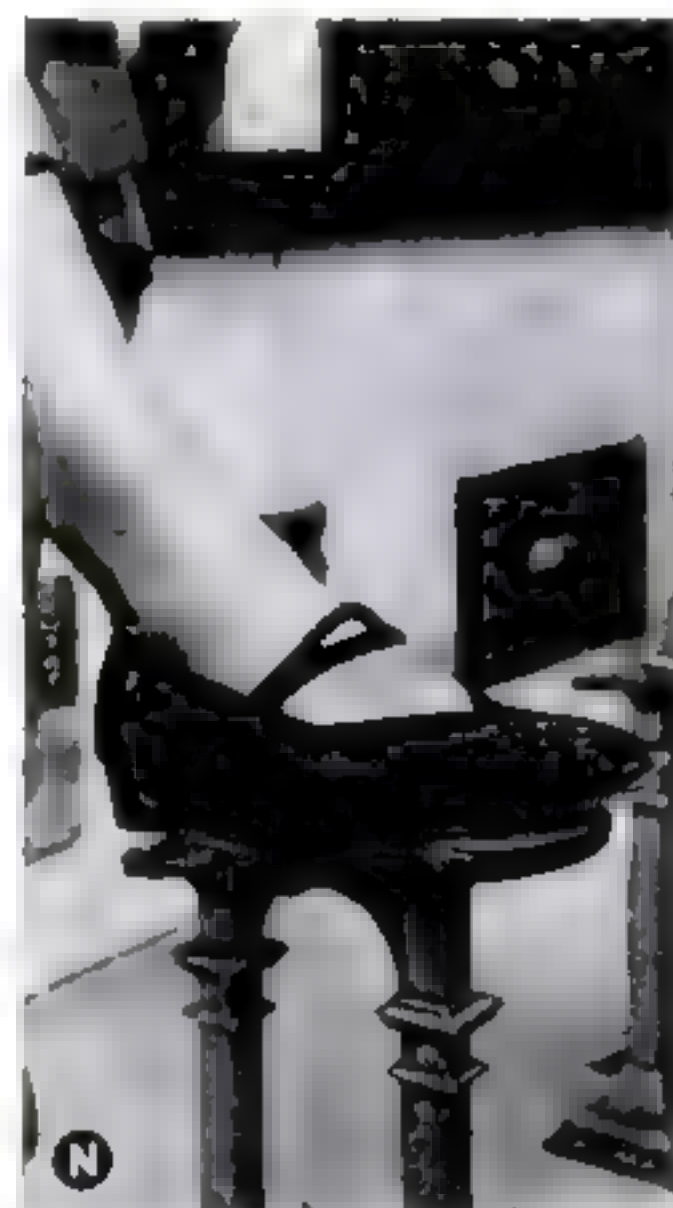
BEST TIP YET! Try 'Vaseline' Hair Tonic. It checks loose dandruff and those other annoying signs of Dry Scalp quickly... makes a world of difference in the good looks of your hair! Contains no alcohol or other drying ingredients. It checks Dry Scalp by supplementing the natural scalp oils... gives double care to scalp and hair.

Vaseline HAIR TONIC

TRADE MARK ®

TOPS IN ENTERTAINMENT, DR. CHRISTIAN, STARRING JEAN HERSHOLT, CBS, WEDNESDAY NIGHTS. SEE YOUR NEWSPAPER FOR LOCAL BROADCAST TIME.
VASELINE is the registered trade mark of the Chesebrough Mfg. Co., Cos'd

SHOES AND OWNERS CONTINUED



ANSWERS

1-B, 2-L, 3-K, 4-G, 5-F, 6-E, 7-A
8-C, 9-H, 10-L, 11-D, 12-M, 13-O, 14-M

ULTIMATE IN GIFTS

Sheaffer's with PERSONAL Signature



NO ONE ON YOUR GIFT LIST HAS ANYTHING LIKE THIS. Sheaffer's with signature is really new—really personal. For the owner's personal signature will be deeply

hand engraved—just as he signs his name—on the rich 14K gold bands. And it will be worn proudly for years on the finest writing instruments ever created.

Set illustrated (price including engraving) Pen, \$19.75; Stetewriter Ballpoint, \$12.50; Pencil, \$10.00.

Sets or individual pieces beautifully gift boxed!

SHEAFFER'S America's FIRST Choice

Well, Boss — it's an **ARROW**



Blitzen, the reading Reindeer, is *right*! Arrow shirts head most Christmas lists, year after year. Men like their fine-fitting, style-right collars. Women appreciate the *solid value* that has made **ARROW** the "buy name" for nearly 100 years!



Here are two of the world's most popular white shirts! *Left: Arrow Dart*, with non-wilt collar, looks neat all day. \$3.65. (Dart's twin—not shown—is *Dale*, of finer broadcloth, regular or French cuffs, \$4.50.) *Arrow Par*, smart widespread collar, regular or French cuffs. \$3.65. "Sanforized"®-labeled. Handkerchiefs, 35¢ up.



Sports shirts! Arrow's Christmas collection stands ace-high as gifts! What **LOOKERS!** What **FABRICS!** *Alpine Flannel Plads* of 100% virgin wool—*Gabanaras*, of rich, rugged gabardine—a wide range of brilliant *plaids* in several different fabrics. **ALL** are colorfast... **WASHABLE!** \$5.95 to \$10.00.

*Fabric shrinkage less than 1%.



Ties—always welcome at Christmas! (Especially if they're **ARROW!**) Here, and elsewhere in this ad, you'll see a rich selection of new Arrow ties. They include all-silk foulards and rich rayons, in prints, stripes, and handsome new patterns to delight *every man* you know! **ALL** knot up and drape to perfection, wear and **WEAR!** \$1 to \$5.00.

CHRISTMAS again! *Let's pack!*



More all-American all-whites! *Left: Gordon Dover*, the famous button-down oxford. \$3.95. *Top: Drew*, low neckband, non-wilt collar. \$3.65. *Right: Arden*, short points, widespread, non-wilt. \$3.65. *Bottom: the Arrow Pell*—the new, rounded-off, spread collar with stays. French cuffs optional. \$3.95. All "Sanforized"*-labeled.



Arrow Shirts in solids, stripes, and patterns! Look! *Top, left to right: Ardsley*, low neckband, non-wilt collar. *Belmont*, non-wilt collar, medium points. *Contour*, low neckband for comfort! *Bottom: Bruce*, longer points, low neckband in front. *Sussex*, smart widespread collar! With French cuffs. Arrow colored and striped shirts, \$3.65 to \$5.00. All "Sanforized"*-labeled. HANDKERCHIEFS harmonize with shirts. 55¢.



When evening falls, impeccable Arrow Shirts for formal wear! *Top: Arrow Shoreham*, with lightly starched bosom and turn-down collar, attached. \$6.50. *Bottom: the new Arrow Mayfair*, with soft, pleated pique bosom and turn-down collar, attached. \$5.00. "Sanforized"*-labeled. Arrow dress ties. \$1.50.



Underwear—Here again, Arrow Shorts are the No. 1 preference with men! (No center seams to chafe you.) Shown (center): "Sprinter," boxer-type with all-elastic waistband. Other models elastic and tie sides with Grippers. \$1.25. All are "Sanforized"*-labeled. Arrow undershirts, 85¢. White T-shirts, favorite with younger men, \$1.

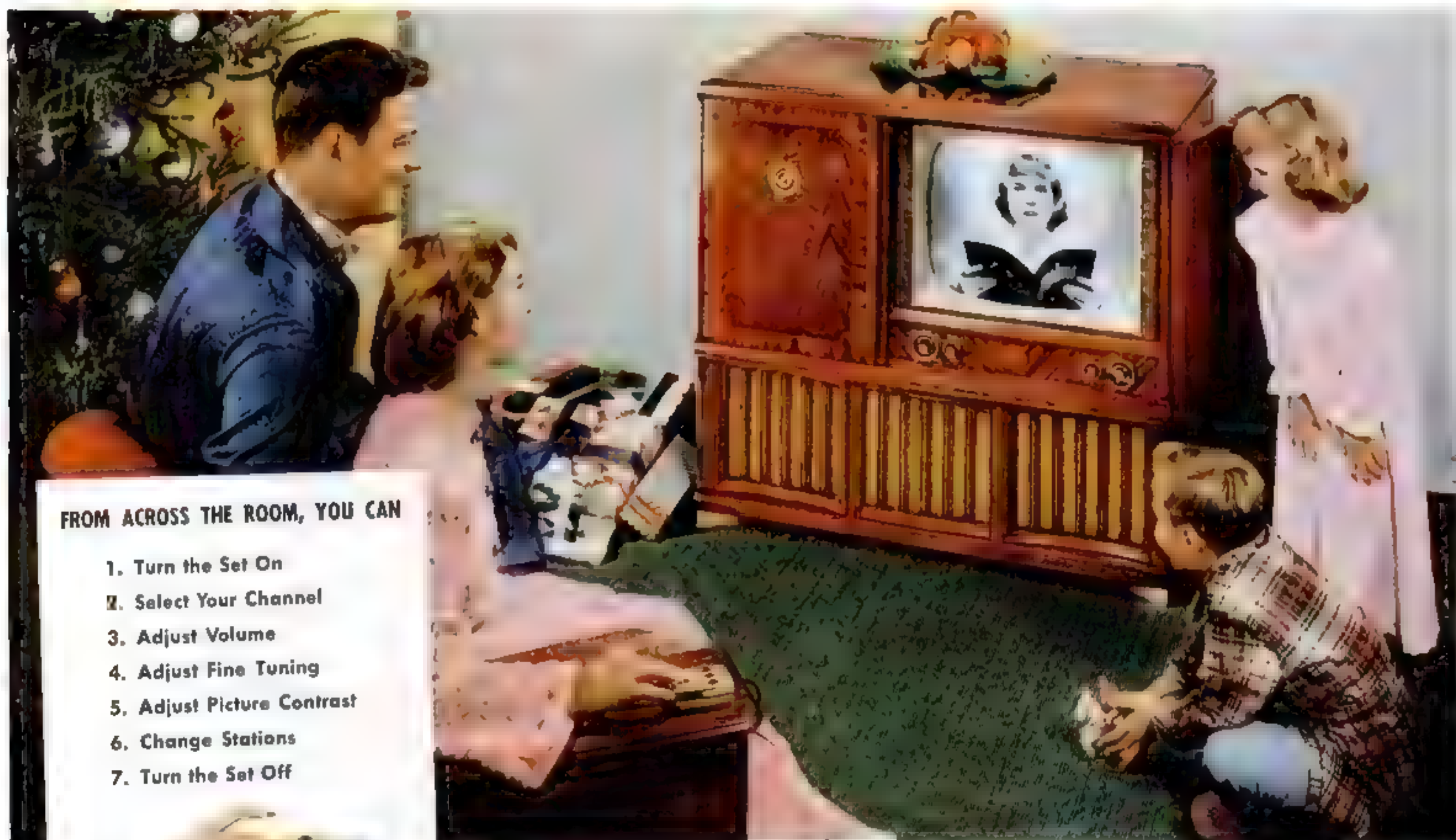
Your
ARROW
—
Christmas List
Shirts
Sports Shirts
Ties
handkerchiefs
underwear.

Cluett, Peabody & Co., Inc.



Just in time for Christmas

ANOTHER GREAT PHILCO FIRST... FULL REMOTE CONTROL TELEVISION!



FROM ACROSS THE ROOM, YOU CAN

1. Turn the Set On
2. Select Your Channel
3. Adjust Volume
4. Adjust Fine Tuning
5. Adjust Picture Contrast
6. Change Stations
7. Turn the Set Off

• **COMPLETE REMOTE CONTROL AND BALANCED BEAM TELEVISION** in this luxurious Philco Model 2176. Great 215 sq. in. true-focus picture on a 20 inch gray filter-face rectangular tube with Philco's superlative No-Glare Optical System, Electronic built-in Aerial, and sensational Custom-Duplex Chassis. Powerful, golden-toned AM FM radio and Philco phonograph that plays all records automatically. The absolute ultimate in a combination!

***NOW a giant 20 inch true-focus picture
that you can control from across the room***

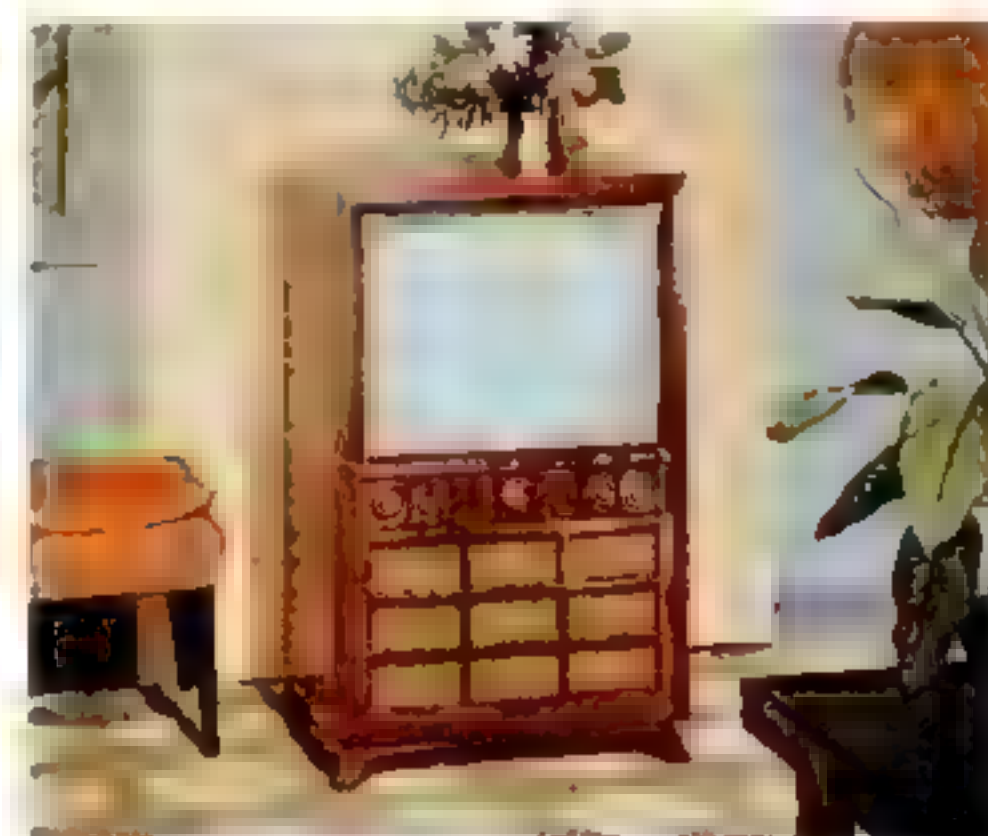
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LIFE'S COVER

Blond, doe-eyed Renata Wühle, a resident of West Berlin, has been living in the German capital all of her 20 years. Furthermore she expects to go on living there for several years more. Since Photographer Nina Leen took this picture of her for LIFE's essay on West Berlin (pp. 141-149), Renata has been married to a naturalized American, a newsreel cameraman who has been working in Berlin since the end of the war. Despite the fact that her husband has been in trouble with the Russians several times in the course of his photography and that Russian power is all around them, neither intends to leave.

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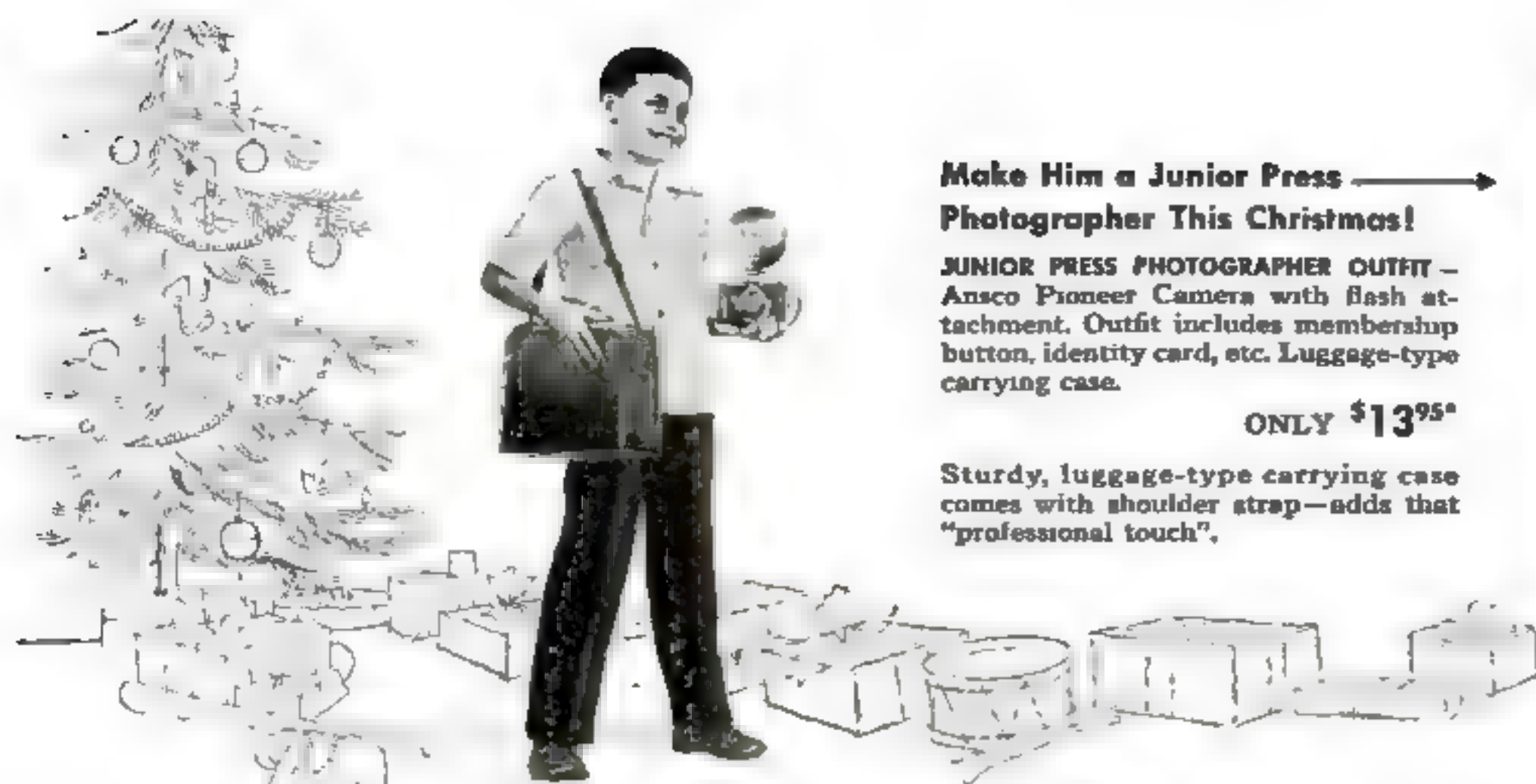
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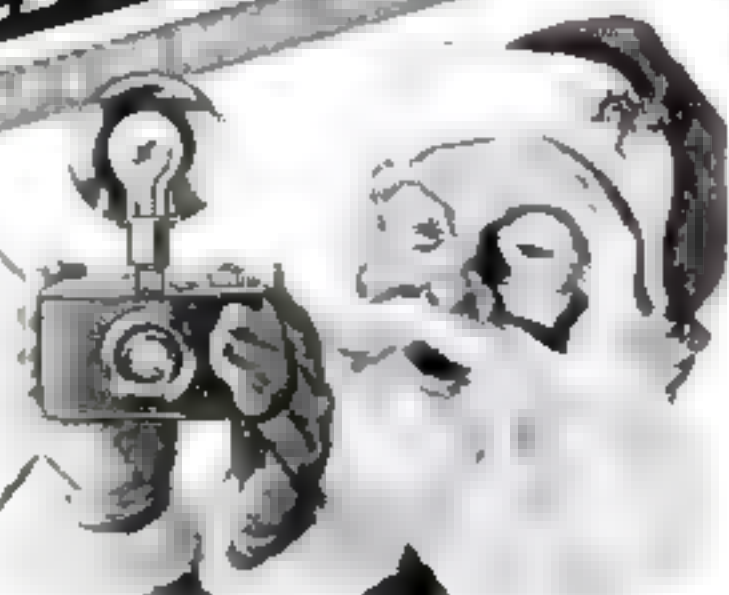
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RESCUE on Staten Island, N.Y. saves women marooned in flooded homes. Braced against gusts of hurricane force, this group takes on the quality of a piece of classic sculpture.

COLD AIR HITS WARM AIR; THE RESULT...

For days the weather men had been transcribing, in their code of isobars and millibars, the overture to an act of God. From the Canadian plains and past the Great Lakes they traced the southward movement of a vast mass of cold air; from off the Atlantic Coast they plotted the northward course of a mass of warm air. Last weekend these apocalyptic masses met (map, p. 38), embraced and noisily gave birth to the east's most savage storm in years.

It swept north from the Carolinas, with a

blast that sent cold chills running deep into Florida. It dumped 25 inches of snow on Pittsburgh in 48 hours, immobilized steel mills and made newspapers miss their Saturday editions. In Ohio it made a name for itself as the worst blizzard in 37 years. Clevelanders floundered thigh-deep in snowdrifts, Youngstowners were stranded by the score, and Mrs. Cordelia Walko had a fine 7-pound baby girl while stuck in a deep drift south of Elvira.

By the time it hit New York the storm had

worked itself into a murderous frenzy. Its gusts reached 105 mph at Bear Mountain and 94 at Idlewild Airport. On the Hudson and Connecticut Rivers, among many others, it stirred up high tides that flooded roads and railways. It smashed seaside houses, cast boats adrift, blew cornices off buildings and turned airports into choppy lakes. Then, having taken scores of lives and caused nobody knew how many millions of dollars in damage, it blew itself out, sending a last blustering offshoot over Lake Erie.



IN FULL BLAST OF THE STORM, PLANES AT NEW YORK'S LAGUARDIA AIRPORT SIT WHEEL-HIGH IN WATER AS WIND-WHIPPED TIDES OF FLUSHING BAY POUR



NEW YORKER RUNS AS STEAM FROM BURSTING PIPE RISES UP BEHIND HIM



DEAD PEDESTRIAN LIES IN NEW YORK DOORWAY (LEFT) AND A CAR STANDS



OVER RUNWAYS. AT THE AIRPORT, THE WIND WAS CLOCKED AT 90 MPH.



AT CURB, BOTH CRUSHED BY PART OF A WALL BLOWN DOWN BY THE WIND



SWEPT OFF FEET BY A GUST, A NEW YORK PEDESTRIAN CRAWLS TO SAFETY



IN TARRYTOWN, N.Y. A HOUSE-OWNER TRIES TO SAVE A PRIZE POSSESSION



IN STATEN ISLAND, SNAPPED TELEPHONE POLES HANG FROM THEIR WIRES



ABANDONED STREETCAR is stalled in drifts in Pittsburgh street. The steel city was one of those hardest hit by the storm. Most businesses had to close doors.



IN SNOWDRIFTS pedestrians in Pittsburgh plod bleakly across the massive Sixth Avenue Bridge. It was the heaviest continuous snowfall in the city's history.



MEDIUM TANK from a Berea National Guard unit pulls out police ambulance stuck in a snowbank in Cleveland. The ambulance driver had wandered away.

Weather CONTINUED

DESPITE A RECORD FALL OF SNOW THE FOOTBALL FANS TURNED OUT



GIANT AIR MASSES (open arrows) set the storm in motion. On the cold air side of the storm center's course, heavy snow fell (shaded area). On the warm air side, to the right of the black arrow, there were high winds and rain. The storm exhausted itself beyond Harrisburg (point of arrow), sent an offshoot northwest.



FORLORN FOOTBALL FANS in the Columbus stadium often could not tell through snow whether Michigan or Ohio State had ball, let alone who was on first.



AKRON STREET lies blanketed under northeastern Ohio's 20-inch snowfall. These *Beacon-Journal* photographs, both taken on Exchange Street, show (above)

people in the residential areas using the street as a sidewalk and (below) cars, trucks and buses hopelessly stalled at a busy intersection in a frozen traffic snarl.





A LEVEE BREAKS, POURING FLOOD WATERS OUT INTO SAN JOAQUIN VALLEY

Weather CONTINUED

IN THE FAR WEST IT WAS FLOODS

The eastern storm came as a surprise but in the Far West trouble built up slowly. Warm, heavy rains had softened the snowcap on the high Sierra which feeds the San Joaquin and Sacramento valleys on the west slope of the range and Nevada's Truckee River on the east. As the snowcap melted and the rains kept pouring down, the rivers flooded the valleys. In Reno the Truckee, usually a narrow mountain stream, tore violently through the center of the city. In California, from the Yuba in the north to the Kern in the south, water spread out over fertile land. At Marysville some 6,000 were driven from their homes. The American, which flows past Sacramento, reached a speed of nearly half-a-million buckets a second and flooded out 500 families. Near Laton 1,000 found themselves homeless, livestock was stranded, hundreds of acres of cotton were ruined and \$100,000 worth of turkeys drowned. By Thanksgiving Day the waters subsided and the damage toll for the biggest flood in California's history stood: at least nine persons dead; at least 325,000 acres under water; \$19 million damage in California; \$6 million in Nevada, half of which was in Reno alone.



RENO Pumping water like an ocean liner, the Hotel Mapes (left) stands off Truckee River. In spite of flood the Mapes operated gaming tables in top floor Sky Room until midnight, when the management, fearing elevator

failure, evacuated guests. Across river in Riverside Hotel guests danced until the flood inundated game room and dance floor. Then most went to bed although a few kept the bar in business until water lapped at the rungs of their bar stools.



LATON Flooding across flooded pastures, cattle search for high ground while others hunch at water's edge. Town itself near Fresno was saved when main levee held. Greatest damage was done to livestock and barns.

MARYSVILLE Mr. and Mrs. Will Plapps, 80 and 82, eat supper in Elks Club after rescue from flooded home in Olivehurst. As in most unflooded towns, clubs, schools, churches were used for refugees.



This issue of LIFE appears in a week of grave decision. As the preceding fortnight ended, a sell-out of all that our men and our Allies had fought for in Korea seemed to be in the making. A Chinese Communist delegation had arrived at Lake Success. The British government was publicly on its knees to the Communist aggressors of Peking. Our own leaders in Washington, military and political, were in a state of shameful timidity. Their talk was of doing anything and making any concession—including the admission of the Chinese Communists to the United Nations—which might get the U.S. out of what they considered to be an impossible situation in North Korea. Believing that this display was uncalled for and could be disastrous, LIFE asked its Tokyo correspondent how the situation looked to General Douglas MacArthur. General MacArthur is not infallible—far from it! But his estimate of the actual situation in Korea, and his attitude toward the Communist aggressors, are in healthy contrast to the sick and fearful atmosphere of London, Washington and Lake Success. The report of LIFE's Tokyo correspondent is presented here in question-and-answer form as the most useful editorial we can offer this week. It is in no sense an interview with General MacArthur. However we are confident that it accurately reflects his views and provides the best possible yardstick by which to measure the decisions to be taken in these fateful days.

Q. How bad is our situation in Korea? Is it as "impossible" as Washington thinks?

A. General MacArthur would not agree with the view that we are in an "impossible situation" in North Korea, or that we are even in a bad situation in North Korea. He is unalterably opposed to any "deal" which through appeasement would seek to lighten our military burden at the expense of Korean sovereignty or territorial integrity or the surrender of any other basic principles to Communist aggression.

Q. If General MacArthur were completely free to dictate his own course, how would he try to resolve the military situation on the Korea-Manchuria border?

A. He would do exactly what he is doing—that is, seek a military decision through destruction of the opposing forces, whether North Korean, Chinese or mixed. He feels that the issue at present is predominantly military. He feels that once the military objective is secured through destruction of the opposing forces in North Korea, any political questions vis-à-vis Communist China will become largely academic—unless, of course, either the Soviet Union or Communist China, or both, reach the decision to invite a major war by formal and open action.

Q. Is not some concession indicated in order to avert a major war?

A. History demonstrates unmistakably that yielding to unjustified international pressure leads inevitably to war. A recent precedent is the Munich settlement of 1938 and the German expansion which followed. Czechoslovakia was sacrificed and war was hastened. Of that settlement our State Department had this to say on page 14 of its public document, *Postwar Foreign Policy*

Preparation: "The crisis occasioned by the German occupation of Austria in March 1938 was followed by the Munich crisis in September, when the weakness of peaceful efforts toward just settlements in the face of determined aggression was unmistakably demonstrated." General MacArthur feels that this concept is as valid now as it was when the State Department formulated it. There is no reason to doubt its validity.

Q. Does it necessarily apply to the United Nations and to the present problem now confronted in North Korea?

A. General MacArthur believes that it does. He believes that any appeasing concession now "in the face of determined aggression" would carry within itself the germs of the destruction of the United Nations. It would be tribute to aggression, encouraging the very international lawlessness which it is the fundamental duty of the United Nations to curb.

Q. Must the United Nations forces go all the way to the Yalu border? Is there anything good in the idea of offering the Chinese Communists a "buffer" area?

A. General MacArthur believes that to give up any portion of North Korea to the Chinese Communists would be the greatest defeat of the free world in recent times. To yield to so immoral a proposition would bankrupt our leadership and influence in Asia and make both our military and political position untenable throughout Asia. It would not reduce the possibility of a general war—it would increase this possibility. For the Communists would know that it placed us at a grave disadvantage. Among other consequences it would deprive us of the support of countless Asiatics who now believe in us and are prepared to fight with us.

Q. If the Chinese Communists were calling on General MacArthur in Tokyo, instead of in the United Nations at Lake Success, how would he receive them and deal with them?

A. I am quite sure that if General MacArthur were to receive any approach from the Chinese authorities presently operating in North Korea or responsible for those operations his reply would be characteristically terse: "Get out of Korea and stay out. Those who persist in practicing international banditry by coming in will be destroyed."

There it is. No sellout is necessary. Any sellout would make for war, not peace. It is good to know that the American and the United Nations commander actually under the guns keeps his head and his courage and refuses to wallow in the fears which obsess our leaders at home. Their deepest concern of course is not so much the immediate outcome in North Korea as the prospect of involvement with the mass armies of Communist China. General MacArthur also abhors this prospect. As is well known, he would avoid it by maintaining such a strong military position on the perimeter of Asia that the Communists would hardly dare to tangle with us. He knows that the surest way to all-out war with them is any surrender, any display of fear toward them. These views are recommended to the timorous men of Washington and Lake Success.

A MOUSE FOR MILADY'S HAT

Here we pause to salute a contemporary, *The Times* of London. The occasion is the appearance of a little book of pleasantries compiled from *The Times* editorial page (*Fourth Leaders from The Times, 1950*; The Times Publishing Co. Ltd., London—8/6). It is made up of "fourth leaders," so called because the items in question usually fall fourth in the sequence of editorials, or leaders, in each issue. In them the art of being unimportant is preserved and practiced with a charm and skill rare in our day. They are short. They are literate. At their best they gleam with gentle humor and are rich in pithy sentences which at once enthrall and satisfy the reader.

All the news we require from the islands of the Baltic Sea, for example, is contained in the following, "A native of Jutland is under pressure from the Danish police to reduce the dimensions of his moustache." For an instance of the unassailable statement invincibly put, we recommend, "It could never be said of a woman with a mouse in her hat that she was difficult to talk to." All the plaint and patience of socialized England well up with, "Fantastic though it now seems, there was a time when rations were things that only soldiers were expected to live on." We also like, "The British are a self-distrustful, diffident people, agreeing with alacrity that they are neither successful nor clever and only modestly claiming that they have a keener sense of humour, more robust common sense, and greater staying power as a nation than all the rest of the world put together." For chastening satire on the editorialist's tendency to make much of little, we admire, "A recent incident at Penzance county court, in which the hair of a witness was observed by the registrar to be a light, is a reminder that man's mastery of the unexpected is not confined to the realm of fiction." There is even comfort for others in the same line of work who must envy *The Times*. Speaking professionally, we take solace from the fact that *The Times* could and did perpetrate, "There are some things as to which it is on the whole pleasant to reflect that they never can happen again."

THIS IS THE NORTH POLE →

Somewhere in this 6,000- by 7,500-foot area of arctic ice is the geographic North Pole. Until recently a remote and fabled spot which few men had ever seen, the pole has now become an invisible pylon, the turn-around point for a routine weather flight. Every other day a specially equipped B-29 of the 375th Weather Reconnaissance Squadron takes off near Fairbanks, Alaska and flies due north. After 8½ hours it reaches the exact top of the world. Here every direction is south. The plane circles the pole at 18,000 feet, taking pictures of the floating ice below. Last week the Fairbanks base released this photograph (right), showing how the pole looked at 2:30 p.m. Arctic Time on April 18.





"BE A GOOD FELLOW," says James Santantiso. But cop gave him a summons for dropping paper.



"THESE ARE FOR BUMS," says Park Avenue lady as she gets summons. "I'm a friend of Pecora's."



"MY NAME IS JACK BROWN," says Sylvester Povlatias. "What kind of a country is this, anyway?"

NEW YORK PUTS THE ARM ON LITTERBUGS

Sanitation Department also goes after the sweep-outs, mop-shakers, spiller-drivers and air-mailers



COMMISSIONER MULRAIN BEAMS IN DELIGHT

If New York's Sanitation Department should suddenly relax, the city would smother in its own refuse, which comes to the fantastic total of 4½ million tons or 1,200 pounds per person per year. As it is, the city never seems to get out from under the litter, and last week the department was in the midst of a great clean-up drive. Its cops pounded up tenement stairways, putting the arm on mop-shakers and air-mailers (people who toss garbage out windows). Others arrested spiller-drivers (refuse men whose trucks are uncovered) and sweep-outs (below, right). Litterbugs got summonses for dropping so much as a cigaret butt. The effect of all this on the cleanliness of the city seemed negligible although the effect on the populace when given summonses was remarkable. However, many felt some good was being accomplished. The blanket of nice clean summonses on top of the old rubbish gave the town a much tidier look.



A SANITATION OFFICER GLOWS AT HIS PREY



SPILLER gets short shrift. Truck driver maintained he had dropped nothing, kept crying, "Where? Show me where?"



LITTERER outside flower store says, "Why pick on me? I'm only a salesman."



SWEEP-OUT is a simple operation—out the door into the street. This man was hurt, said, "It's only a little bit."



"AREN'T YOU ASHAMED?" says C. Scognamiglio, "giving a summons to a man with two kids."



"I LOST IT," says Walter Prenzlau. "I didn't drop it." "Well," said cop, "be sure you don't lose this."



"I'LL PICK IT UP," says Sol Rosenberg, who was caught dropping a napkin. This did him no good.



"DROP DEAD!" cries an angry girl, addressing no one in particular. She was furious when Vincent Elia, shown with her, got summons for dropping paper and

kept telling the cop how disgusting the whole thing was. Furthermore, she said, Elia couldn't go to court because he had to go to school. (Elia took the summons.)

CARNAGE AND HEROISM ON THE LONG ISLAND

Crash of crowded commuter trains takes 77 lives

Fourteen minutes out of New York, the Long Island Rail Road's commuting Train No. 780, the 6:09 for Hempstead, jerked to a stop while Motorman William Murphy tried to release a grabbing air brake. It was Thanksgiving Eve, and in the cars behind him 1,000 Long Islanders fidgeted. Having fought their way through the Pennsylvania Station crush—part of the nightly price they paid for living out of town—they were anxious to get home.

In the last car, the commuters' newspapers were suddenly lighted up by a great white glare from behind. It came from the headlight of Train No. 174, the 6:13 for Babylon, which had run through two warning signals and was bearing down on them at a mile a minute. A few of the standees in the last car had time to dive for the floor. Then, in a rending roar of steel slicing steel, the lead car of the 6:13 plowed under the last car of the 6:09.

As the crash echoed over the rooftops of the modest Richmond Hill neighborhood, windows popped up, shocked faces stared out and people from both sides of the four-track straightaway began running toward the wreck. Commuters from the two trains—now fused into one—piled out of undamaged cars ahead and behind, to tear frantically into the wreckage. The tragedy quickly brought forth a welling flood of human helpfulness and heroism. Even before the first ambulances, doctors, nurses, cops, firemen and rescue squads arrived (*below*), Long Island neighbors were pulling the dead and injured out of the shambles. At trackside some turned their homes into first-aid stations. Others opened their homes to queues of dazed and haggard commuters eager to telephone home to say they had survived. By morning, when the cars were pulled apart and the tracks tidied up, the shocking cost of what officials called "a human failure" could be reckoned: 77 dead, 14 critically injured, 318 others hurt in the worst railroad train wreck in New York history, the seventh worst in U.S. history.



MOTORMAN MURPHY



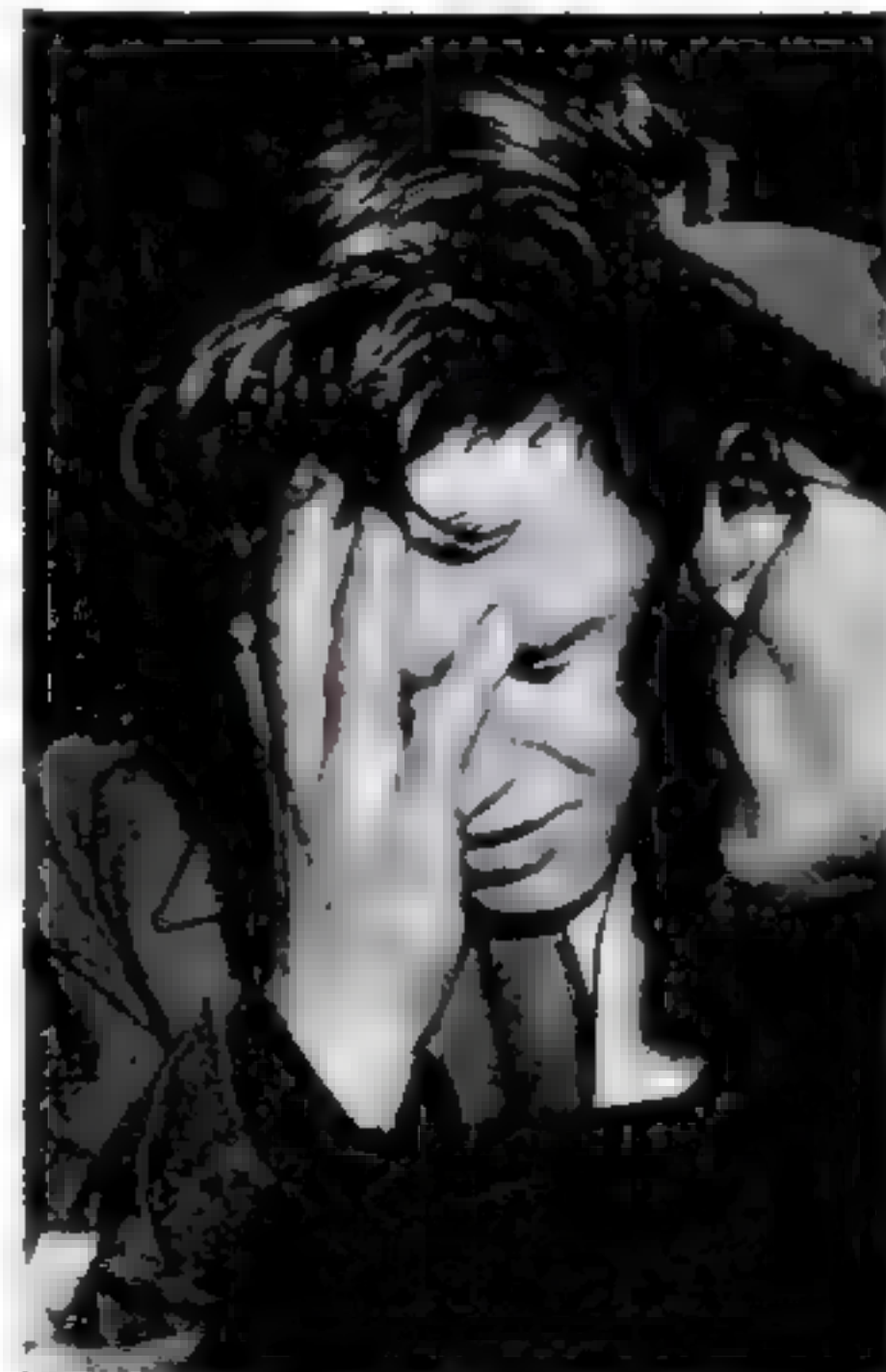
WORKING IN GHOSTLY GLARE OF FLOODLIGHTS, DOCTORS AND FIREMEN



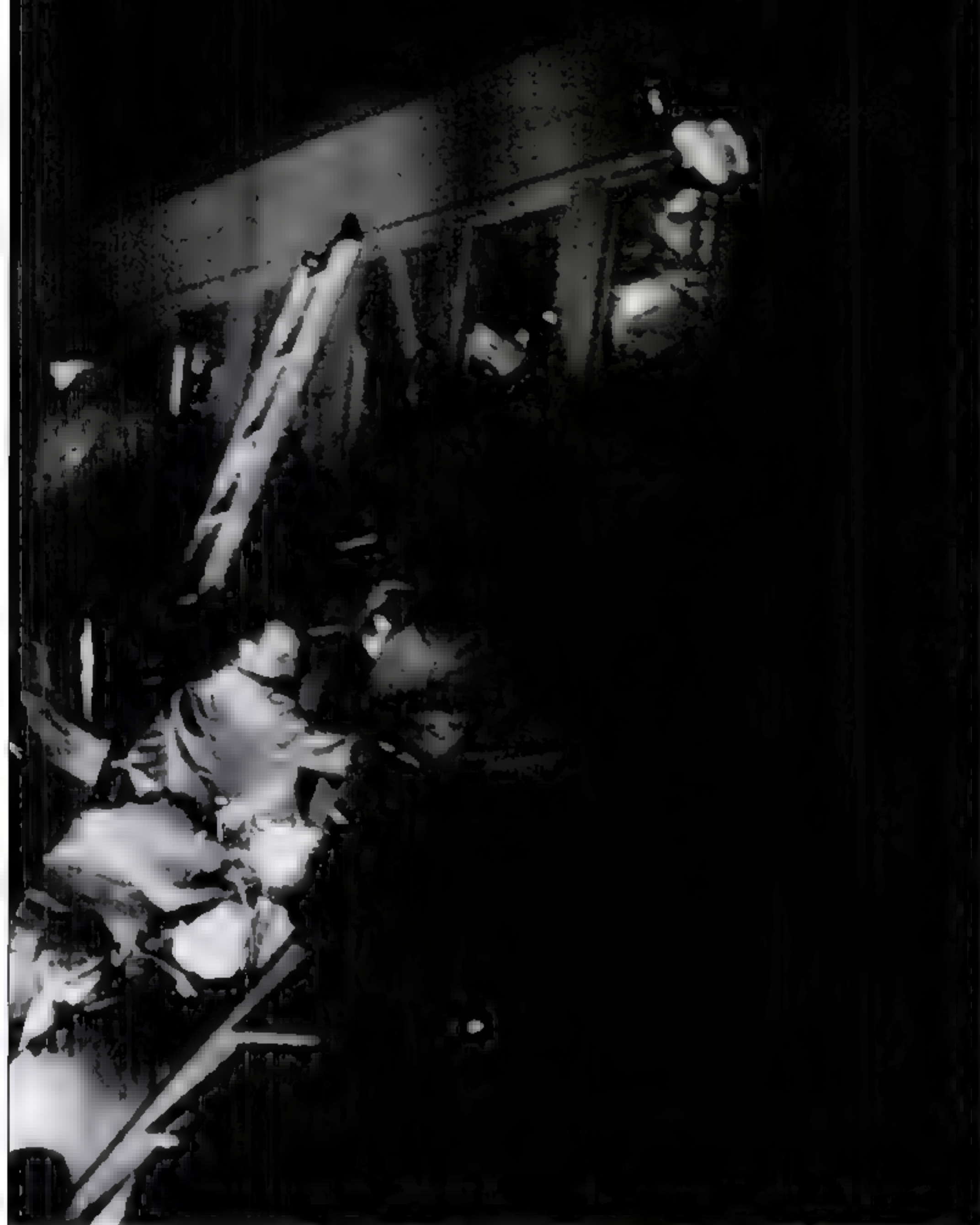
INTERNE on ladder, Dr. Paul E. Soffer, calls down for aid as he works on injured between cars of train.



DOCTOR grabs medical supplies brought to him by a fireman to the side of one of wrecked coaches.



HUSBAND weeps for fear wife was killed on one of the trains while a clergyman (*right*) comforts him.



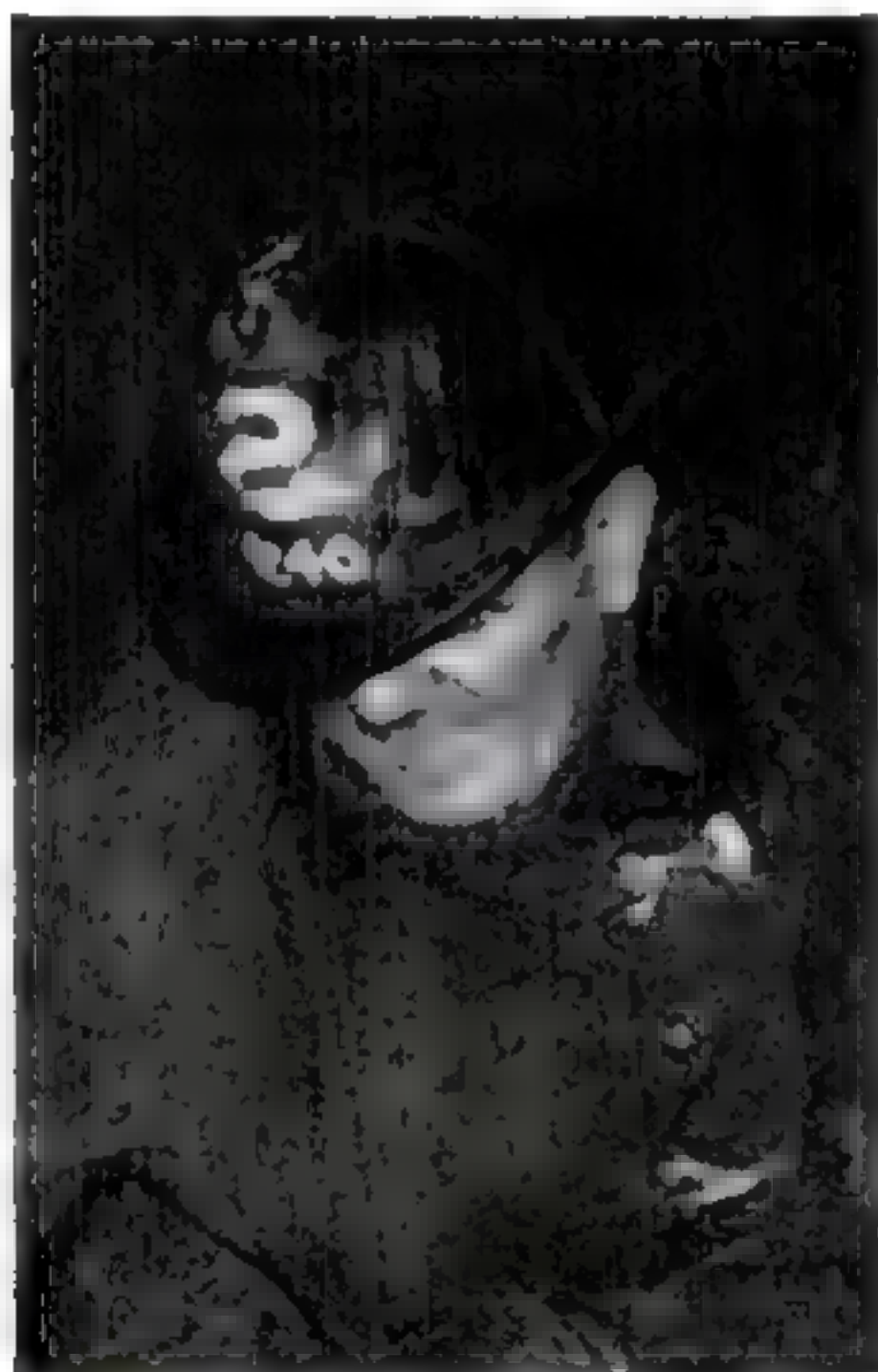
MOUNT LADDERS TO FREE TRAPPED PASSENGERS AND GIVE MORPHINE AND PLASMA TO THE INJURED



NURSE holds bottle of plasma above injured man taken to nearby house after being trapped four hours.



WIDOW of David Fox, killed in wreck, moans in Freeport home, "Someone must stop these killings!"



FIREMAN strains to help lift a survivor trapped until the top car was raised with jacks and cranes.



NEIGHBORS from Freeport: Roy Cavalcant (left) and Leon Lasaroff stand watch at dawn in Queens



County Morgue to identify victims from their block. Four neighbors were in the wreck; two were killed.



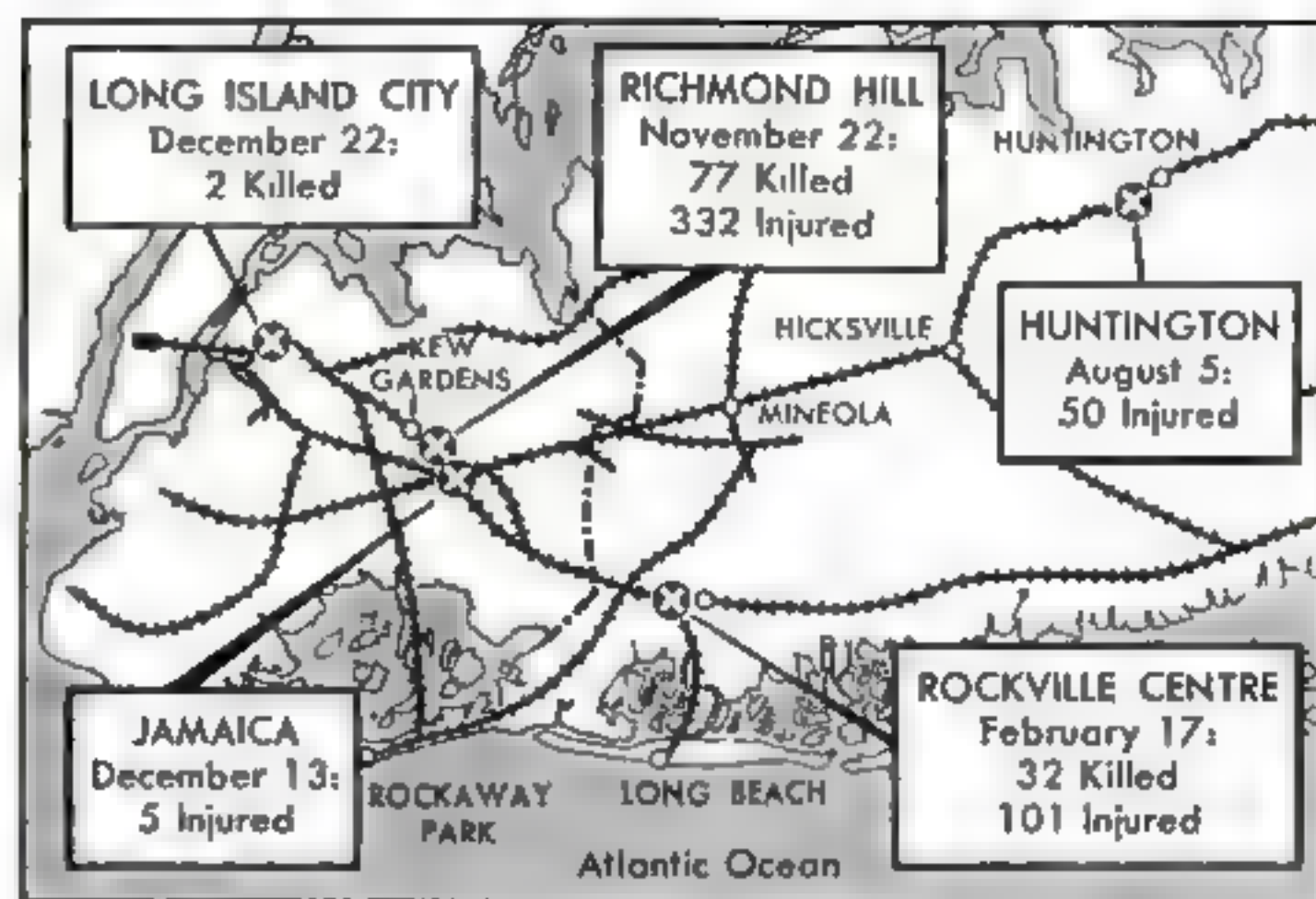
VIEW OF WRECK shows how the lead car of the second train penetrated the last car of the first train almost to its front end. The large box at the right served as a depository for clothes and personal effects used in identification of the dead.



WINDOWS OF CAR 1516 reveal how it was pierced by top of car that rammed into it. Interior of car 1516 (below) shows how body of other car, sheared from its undercarriage, compressed the seats, making it difficult to remove the victims.



Long Island Wreck CONTINUED



WRECK AREA in which Long Island has had its five most serious accidents in less than a year shows where 111 persons have been killed and 488 injured. The dotted line across tracks in center marks New York City-Long Island boundary.

A HELL OF A WAY TO RUN A RAILROAD

In the wake of the wave of shock that attended the tragedy at Richmond Hill, a wave of public anger rose against the hapless railroad that let it happen. While four investigations of the wreck got under way, Governor Thomas E. Dewey and New York's Mayor Vincent R. Impellitteri, flying home from southern vacations, demanded that the bankrupt road's trustees, Hunter L. Delatour and David E. Smucker (*below*), get out so a brand-new management could take over. For in the year since the trustees took over, disaster had become habitual with the Long Island. Some of its wrecks were blamed on equipment failures, some on human failures. The causes, however, antedated the reign of Attorney Delatour and Railroad Smucker, who were running the Long Island under a reorganization at \$12,000 and \$21,000 a year respectively. The failures were traceable to steadily increasing deficits and the fact that the Long Island, wholly owned by the Pennsylvania Railroad, has been treated like a stepchild by its parent. For years, the Nassau County Transit Commission claimed, the Pennsy paid the Long Island cheaply for hauling freight and servicing trains, while for services rendered it exacted the prices it would charge strangers. The Long Island sank deeply into debt to the Pennsy, owing it some \$52 million. Third oldest railroad in the U.S. and biggest carrier of commuters (150,000 each way daily), the Long Island has seen its equipment deteriorate and its spirit become demoralized. Its service, so bad that an on-time arrival is a thing to marvel at in many suburban towns, has become the butt of sour jokes. Last week authorities guessed it would take \$60 million in new equipment, besides a new management, to restore it to the point where it could give safe service on the 800 trains a day which it runs on as little as two-minute headway. Since private capital would regard it as a doubtful risk, the answer was probably a public authority. Whatever the solution, the Long Island's customers were agreed that the present state of affairs was a hell of a way to run a railroad.



TRUSTEES OF THE LONG ISLAND, Hunter L. Delatour (*right*) and David E. Smucker, appear strangely cheerful as they leave conference at which Governor Dewey demanded that they resign or face a suit to oust them from their jobs.

SO *fresh*

—these cultivated MUSHROOMS

SO *rich*

—the extra-heavy WHIPPING CREAM

SO *delicious* —this LUXURY SOUP



If ever a soup had a success story, that soup is Campbell's Cream of Mushroom. It's the soup that really made the mushroom famous, introduced it to most American tables—made it widely popular. Today, women everywhere call upon this delicious soup week in and week out. They use it to "lift" ordinary family meals . . . to lend a festive, party touch in their entertaining. Food editors rave about it; famous chefs praise it; and husbands say, "Let's have *this* soup lots!" Is it on your shelf—ready to serve you?



Makes a cream-smooth sauce

You'll enjoy it also as a sauce on fried chicken, tuna fish, green vegetables, and many other dishes.

Place contents of one can in sauce pan; stir until smooth. Then add half-cup of milk a little at a time, stirring constantly; heat.



Campbell's

CREAM OF MUSHROOM SOUP



GIVE

gifts that are right



EVERSET* Automatic \$8.95



CORONADO* \$12.95



AIRLUX* Mahogany \$17.50



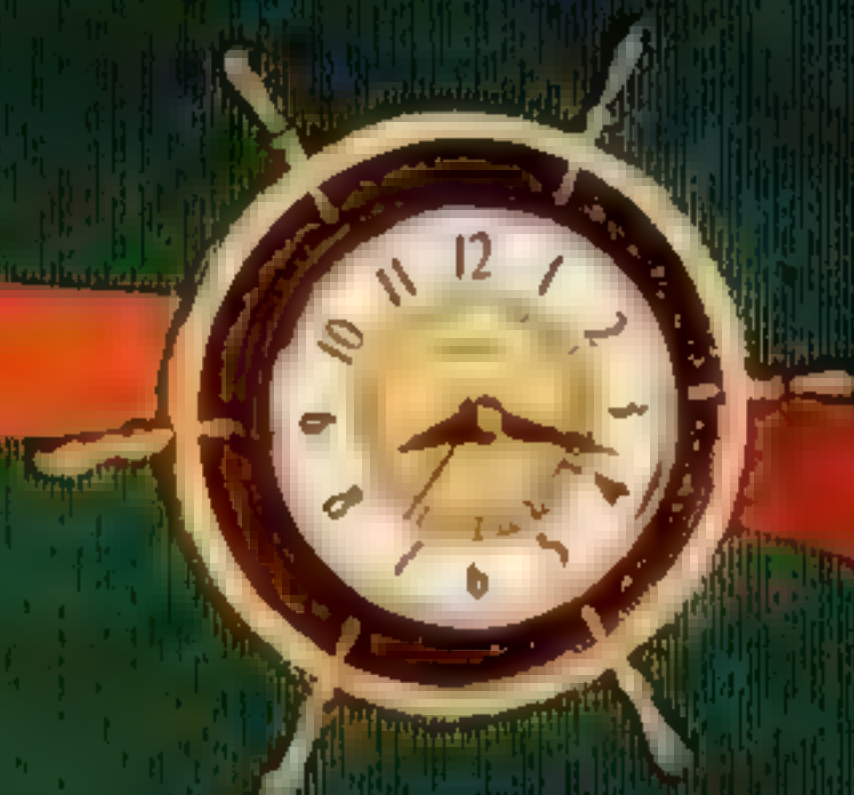
PRUDENCE \$4.50

Also in red



DECORATOR \$5.95

Also black, red, beige



YACHTSMAN* \$7.95

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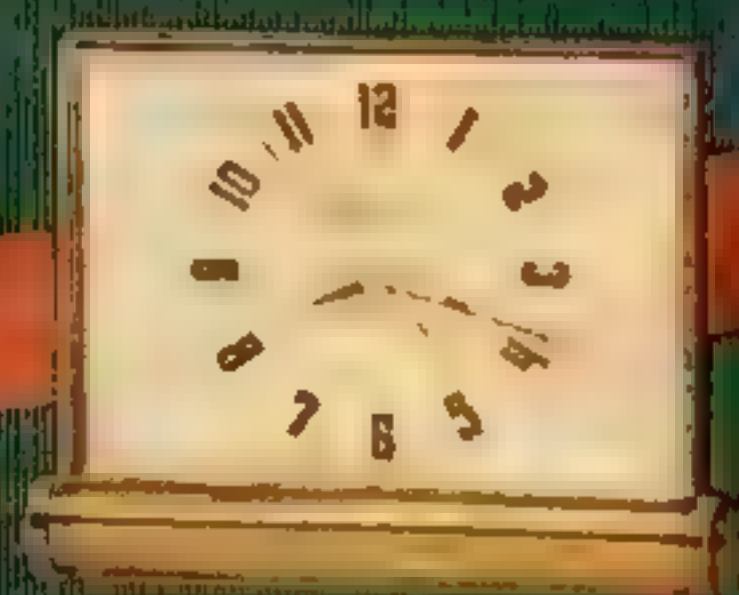
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TELECHRON

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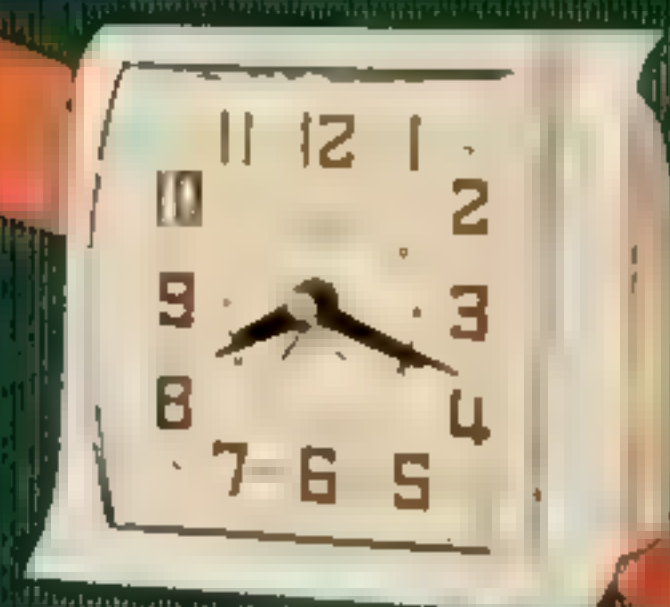
for everyone—and start at a modest \$4.50**!



TRIBUTE* \$10.95



SOMERSET \$24.00



GUEST* \$4.95

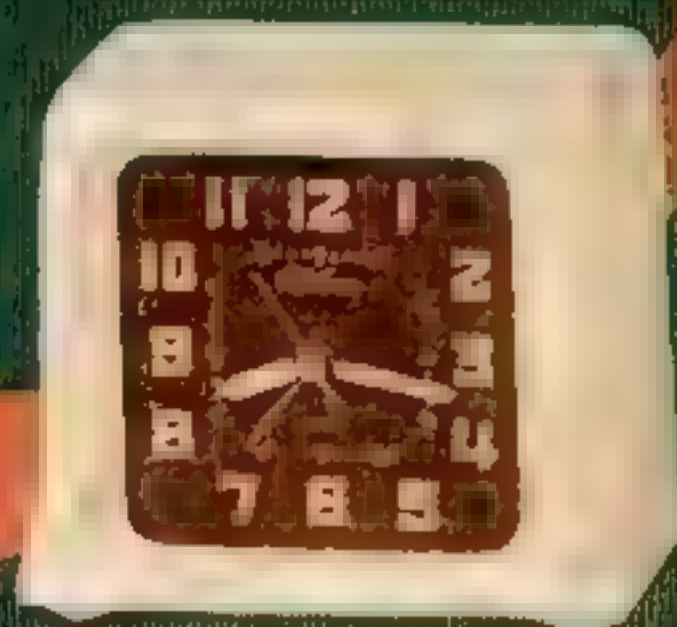


ADVISOR \$5.95

Also blue, yellow, green



MENTOR* \$8.95



TEMPO* Luminox \$5.95



Father, mother,
sister, brother,

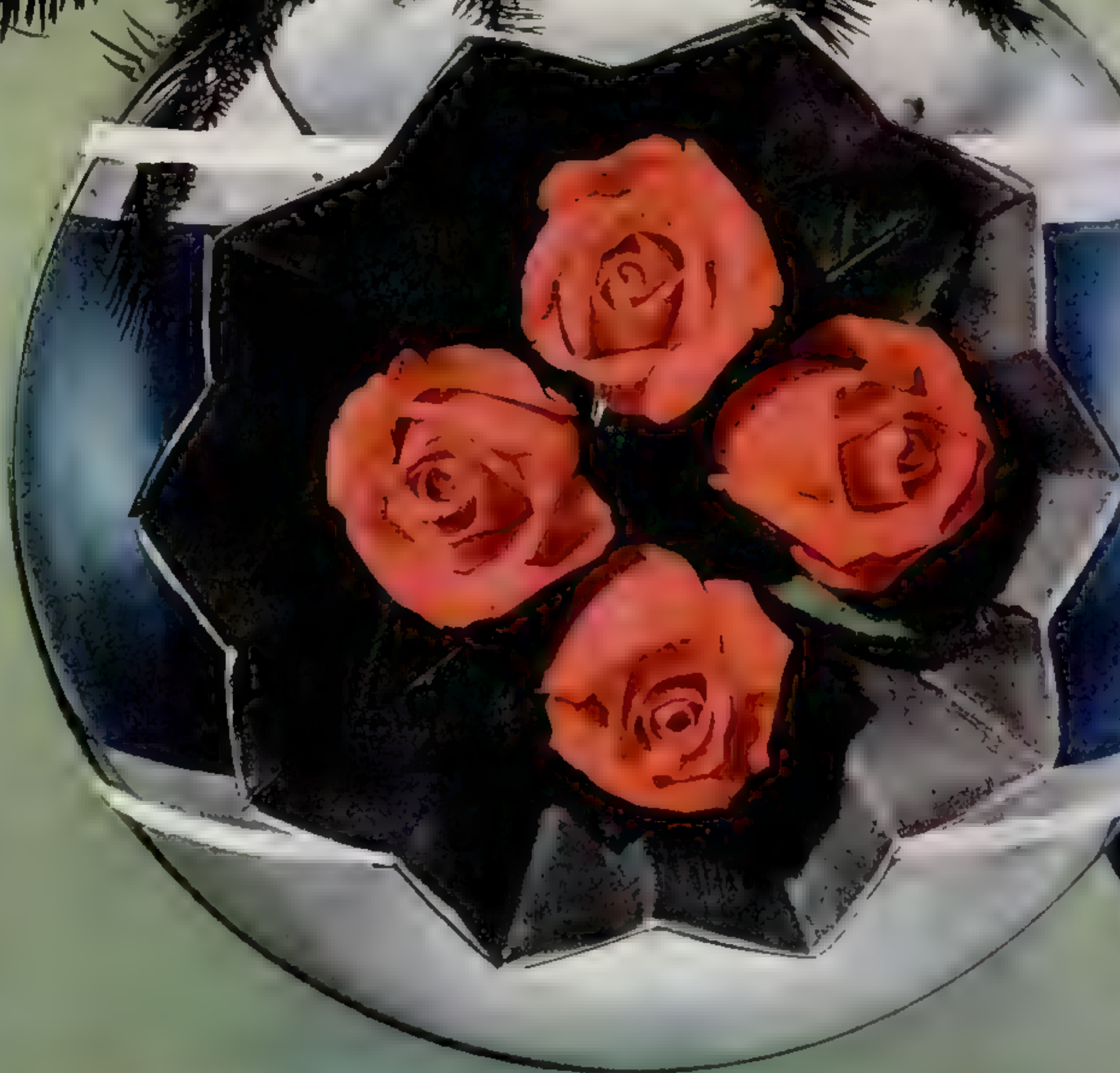
sweetheart, friend or any other!

Your family will love you—
your friends long bless you for these beautiful,
useful gifts! For these are famous

carefree Telechron electric clocks . . . they need no winding,
no oiling, no regulating! They carry a full-year written warranty.

Choose from a dazzling variety of 29 lovely models—
with and without alarms—specially designed to match every taste, every room.

*With alarm. **All prices plus existing tax. Prices and specifications subject to change without notice.



An ornamental way of saying:

"Again this Christmas...wouldn't you rather
give (and get) **FOUR ROSES?**"

America's favorite gift whiskey, in attractive gift carton.
Frankfort Distillers Corporation, New York City.
Blended Whiskey 40.5 proof, 60 cc gram neutral spirits.





ARRIVING AT NEW YORK, RED CHINA'S WU HSIU-CHUAN (RIGHT) IS GREETED BY RUSSIA'S YAKOV MALIK AND POLAND'S GRIMMING JULIUSZ KATZ-SUCHY

CHINESE REDS OPEN THEIR OFFENSIVE AT THE U.N.

Despite the launching of a new offensive which General MacArthur hoped would win the Korean war for the United Nations by Christmas, the U.N. was more immediately interested last week in its other front at Lake Success. There the offensive was paced by the Chinese Communists. Their delegation of seven men and two women, led by a general named Wu (above), arrived in New York after a flight from Peking across Siberia and Europe. They were armed

with propaganda aimed at showing the U.S. is the real aggressor in Asia, specifically that it aggressed against Red China by neutralizing Formosa for the duration of the Korean war.

The Reds' chance to tell their tall tale had come through an invitation extended by U.N. before Red China's army lunged from Manchuria to wage war against the U.N.'s own forces. Now that they were here, they would be pressed by some in the Security Council to explain that

indisputable aggression. Smilingly, Ambassador Wu announced: "A profound friendship has always existed between the Chinese people and the American people. I wish . . . to convey my greetings to the peace-loving people in the United States." The first half of his statement was certainly true. The second half made the same cynical, distorted definition of the word "peace" that others of Russia's partisans were spreading thick in Europe last week (next page.)

HOME MOVIE PROJECTOR OWNERS!

For Exciting,
Thrilling
Christmas
Gifts give

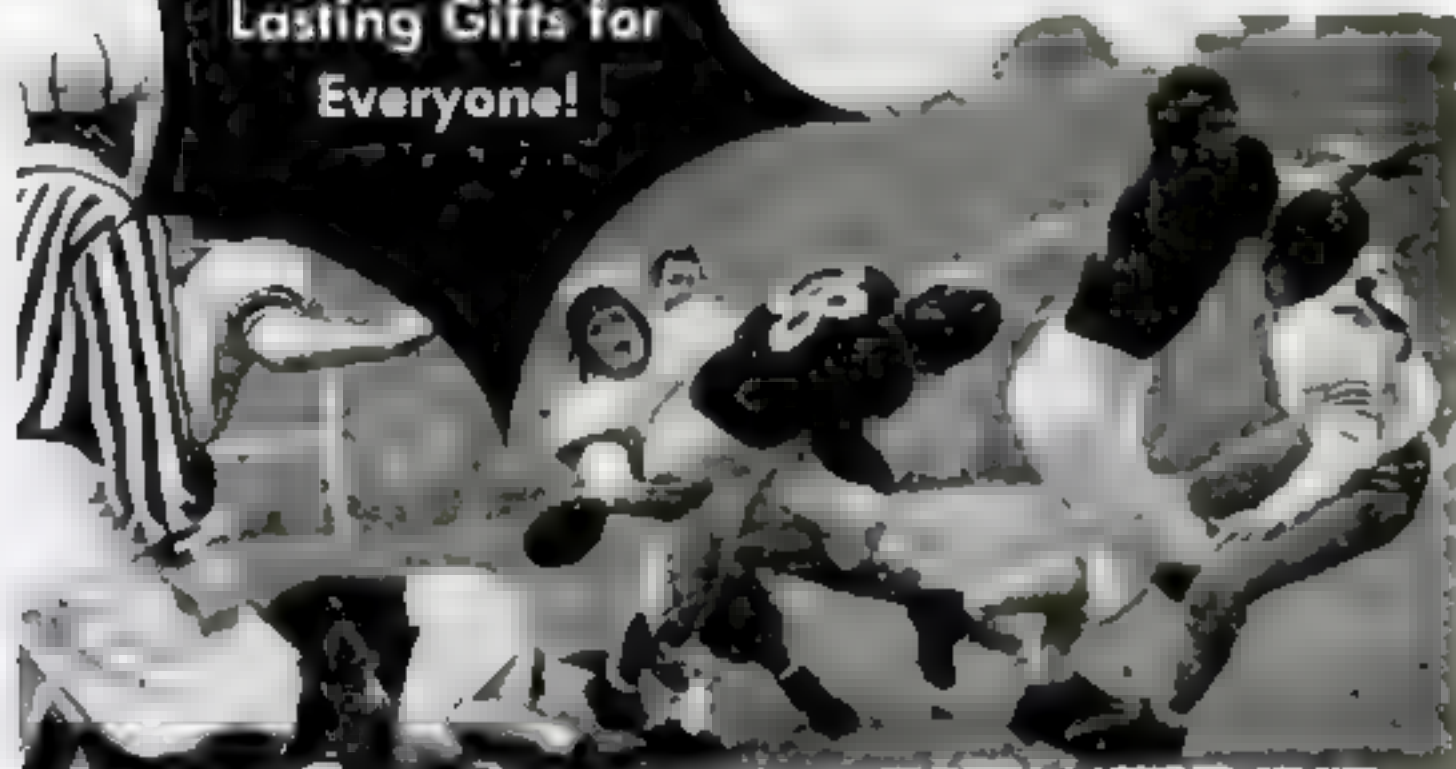
**CASTLE
Home
Movies**

Entertaining!
Lasting Gifts for
Everyone!

8
MM.

**Give a Gift
that lasts!**

You, your family, your friends! Any-
one who owns a projector! Castle
Films brings you front row seats
for the greatest array of home
movie entertainment ever filmed!



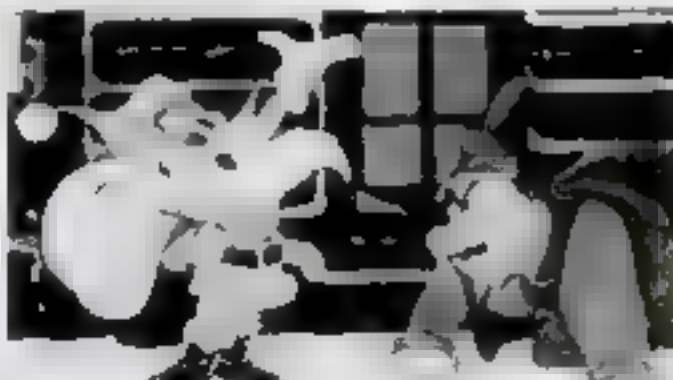
FOOTBALL PARADE OF THE YEAR—1950. It's New, Exciting, Thrilling!

Now you can own and see the spectacular plays,
red-hot moments from the season's greatest
gridiron battles! See the plays that rocked the
stands! Thrill to this gripping sports drama, a
living record of the best in college football!

See ALL These Great Games in One Film!
ARMY-NAVY • Notre Dame-Purdue •
Cornell-Princeton • Ohio State-Illinois
• Alabama-Tennessee • Army-Stanford
• Ohio State-Northwestern • Tulane
Vanderbilt. (Subject to change)



HOPALONG CASSIDY in "Heart Of
The West". Thrilling, Fast-Shootin', Action-
Packed Westerns!



WOODY WOODPECKER in "Woody
Plays Santa Claus" and "Chew, Chew Baby".
Hilarious antics and a riot of fun!



MIGHTY MOUSE in "Down With Cats".
A howling, side-splitting cartoon sensation
starring this all-time favorite!



SANTA CLAUS in "Merry Christmas".
See Santa at the North Pole making toys for
Christmas in his workshop wonderland!

See Your Photo Dealer Today or Send Him This Handy Order Form!

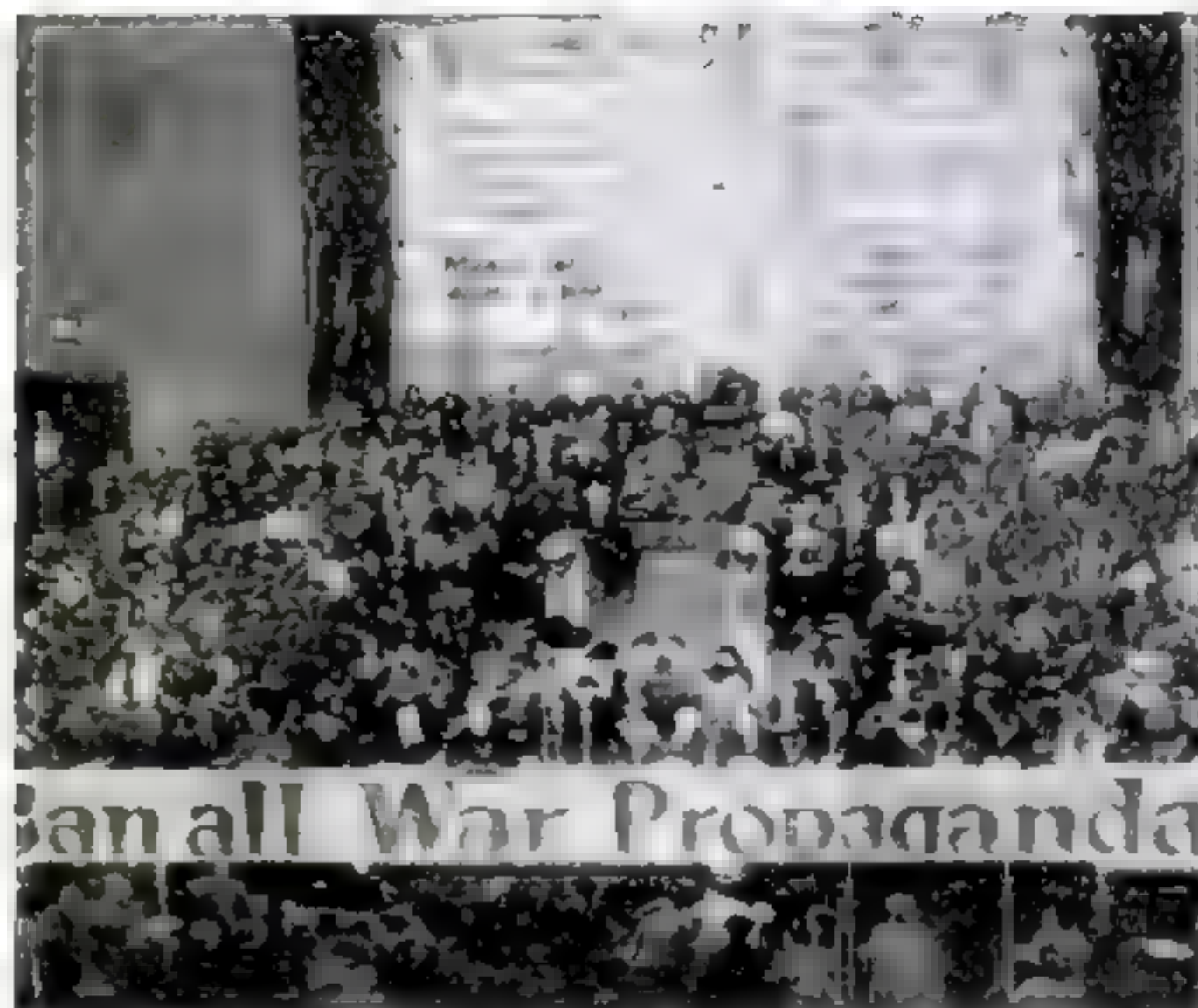
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PRODUCED BY UNITED WORLD FILMS INC.

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Red Offensive CONTINUED



DELEGATES AT SHEFFIELD ARE ONLY ENOUGH TO FILL CITY HALL STAGE

THE WORD IS PEACE

But the accent is Russian at Sheffield, Warsaw

In Europe as in New York, the Communist line was tied to the much-abused word "peace." The World Peace Congress set out to hold its annual speech fest at Sheffield, England, but the British government instituted such rigid inspection of applications that only 250 of nearly 2,000 foreign delegates got visas. After one day the frustrated Congress shifted its whole propaganda paraphernalia to Warsaw, using a Czech airlift and the Polish liner *Batory*, which made an unscheduled trip to fetch the delegates. But even in Poland, the Congress hit snags. Most notable was a bold speech by U.S. Delegate O. John Rogge (p. 50), a U.S. Progressive Party leader who was still hoping for agreement with U.S.S.R. even after Henry Wallace had given up. He denounced the Congress as Russian-dominated and voted against adoption of its program which was directed principally against the U.S. "The two things I found here," said Rogge as he departed after having been booed for his blunt speech, "were hate and violence. They want peace by force."



WARSAW CONGRESS packs the assembly hall of a propaganda publishing house, where the word "peace" is displayed in seven languages above delegates



Bufferin

TRADE-MARK

Acts twice as fast as aspirin!

New product for fast pain relief doesn't disagree with you!



No tablet or powder can give you relief from pain until the pain-relieving ingredients enter the blood stream. No tablet or powder can *enter* the blood stream until the Pyloric valve (the trap door of the stomach) opens. Bufferin opens the trap door, gets *into* the blood stream *twice as fast* as aspirin, acts *twice as fast* to relieve pain.

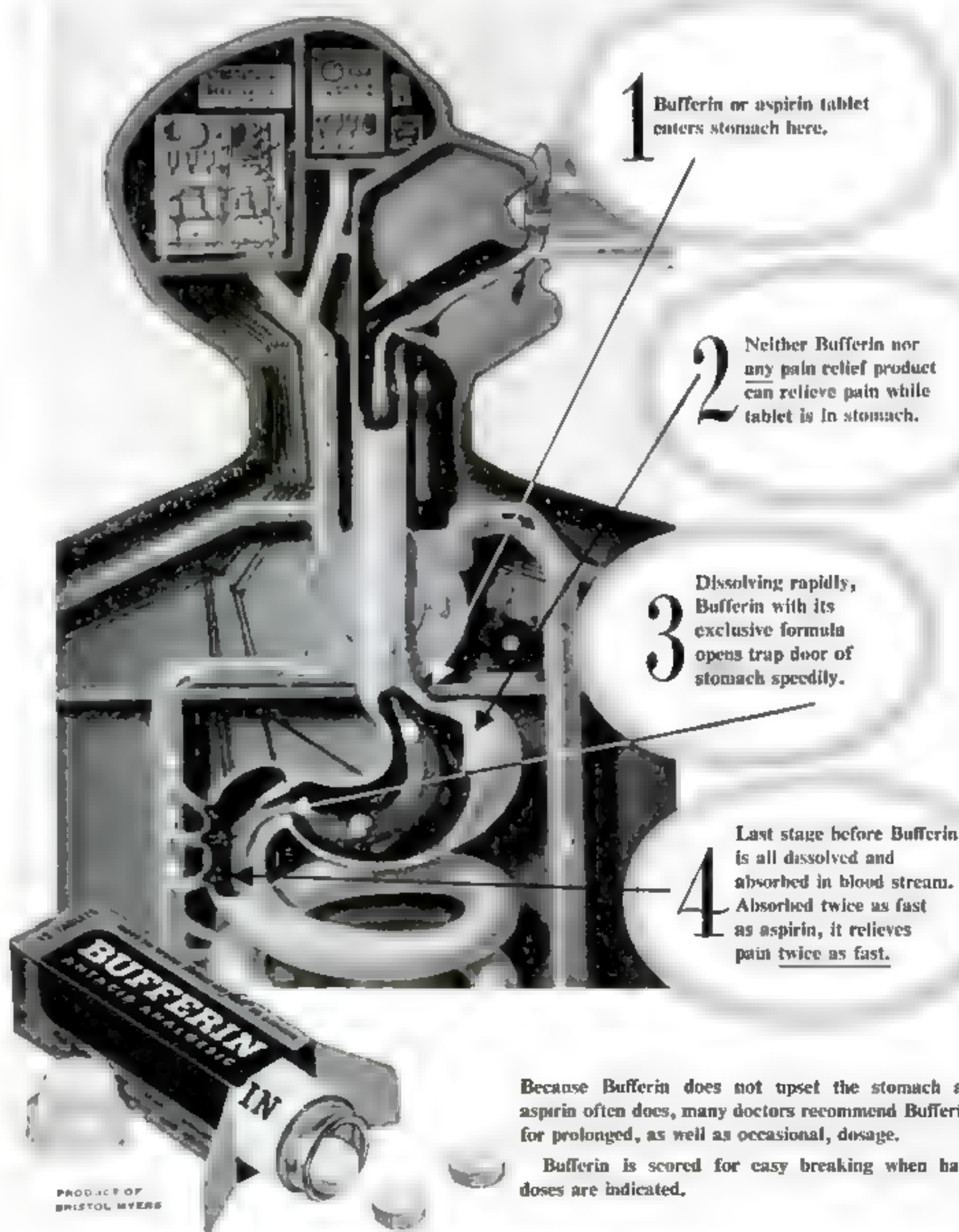


Clinical studies prove that Bufferin starts relieving pain *twice as fast* as aspirin. 20 minutes after taking Bufferin, people had *twice the amount* of pain-relieving ingredients in the blood stream as those who took aspirin. And Bufferin won't upset your stomach, because Bufferin is antacid, actually *protects* your stomach from aspirin irritation.



Ask your physician or dentist about Bufferin. Get Bufferin from your druggist. Carry the 12-tablet, pocket-size package. Keep the economical 36- or 100-tablet package in your home medicine chest. Bufferin is also available in Canada.

Here's how Bufferin acts twice as fast as aspirin



Because Bufferin does not upset the stomach as aspirin often does, many doctors recommend Bufferin for prolonged, as well as occasional, dosage.

Bufferin is scored for easy breaking when half doses are indicated.

IF YOU SUFFER FROM ARTHRITIS OR RHEUMATISM, ASK YOUR PHYSICIAN ABOUT BUFFERIN

Ω



PEOPLE WHO WANT QUALITY WANT OMEGA

It's the great Swiss timepiece with a matchless precision record...held in supreme trust throughout the world...winner of the most coveted watch awards...*unrivaled* for value.

AT CHRISTMAS what could you give with more assurance! For a woman—Omega suggests the watch of exciting new silhouette, its crystal faceted like a gem...one of the tiniest ladies' watches ever made; 14K gold, \$110. For a man—the famous Omega Automatic, thinnest self-winding watch in the world...14K gold, now with 18K gold applied figure dial, \$175.

Most widely distributed quality watch in the world...sold and serviced at fine jewelers everywhere.

Prices include federal tax

OMEGA

FIFTH AVENUE • NEW YORK

Watches shown larger than actual size

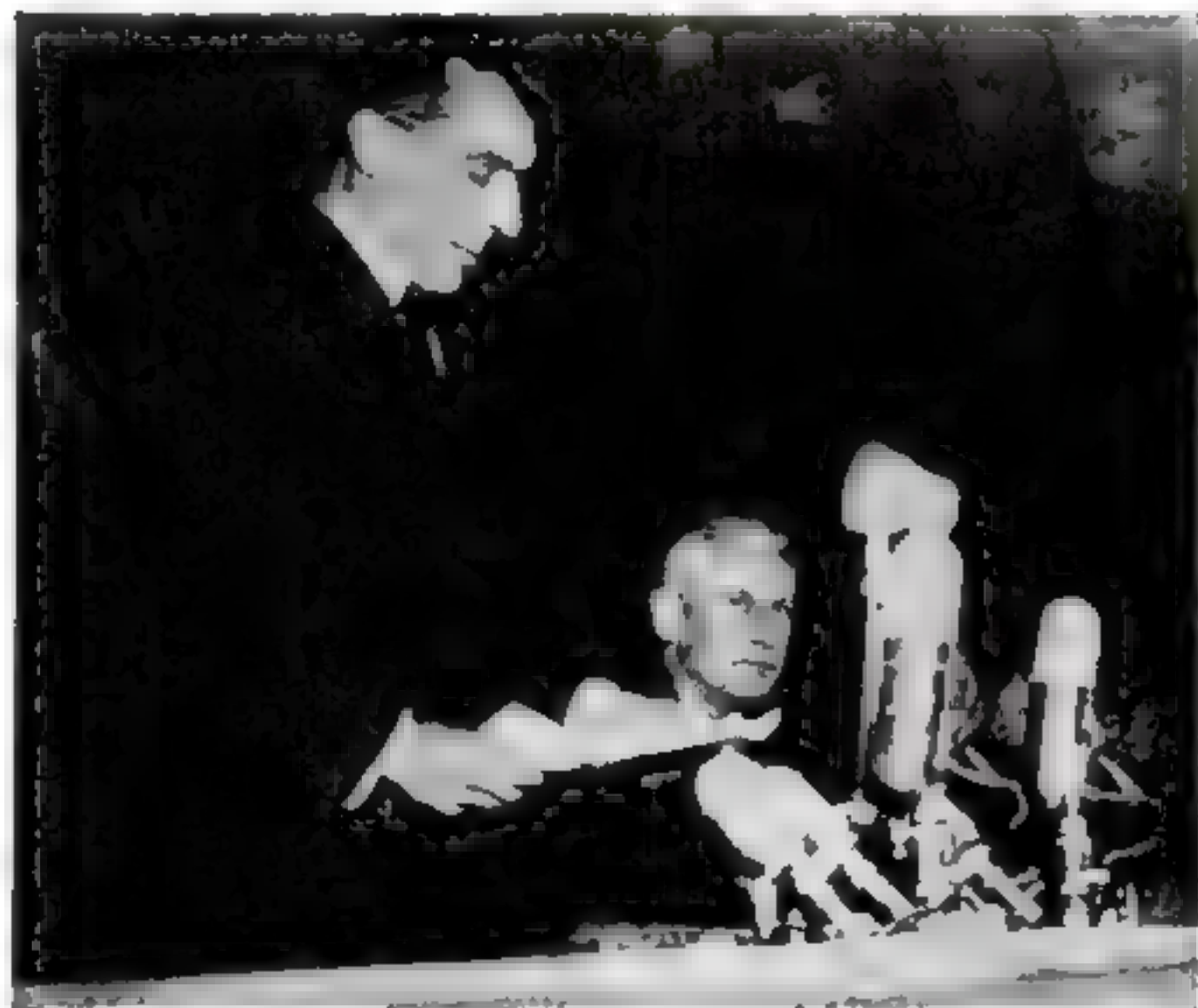
Red Offensive CONTINUED



INTERNATIONAL REDS gathered at Sheffield include, from left in front of the crowd, Canterbury's "Red Dean," Dr. Hewlett Johnson; Professor J. D. Bernal of London University's physics department (bareheaded), French Artist Pablo Picasso (in beret), Russian Movie Producer Vsevolod Pudovkin.



DISSENTING AMERICAN O. John Rogge speaks before the Congress in Sheffield's city hall. From here he went tractably to Warsaw, then shocked the Congress to its roots by saying Russia preaches peace but practices aggression. Pro-Soviets derided him, explaining he is Tito's legal representative in the U.S.



FAITHFUL FRENCHMAN, Atomic Scientist Frederic Joliot-Curie, ever loyal to the Moscow line, is shown making the opening speech of the conference. He was one of those denied a visa by Britain. Dr. Curie was dismissed last April from his position as France's high commissioner for atomic energy.



HMMM...



OH HO...



MY, MY!



GRACIOUS!



AMAZING!!



Wow!!

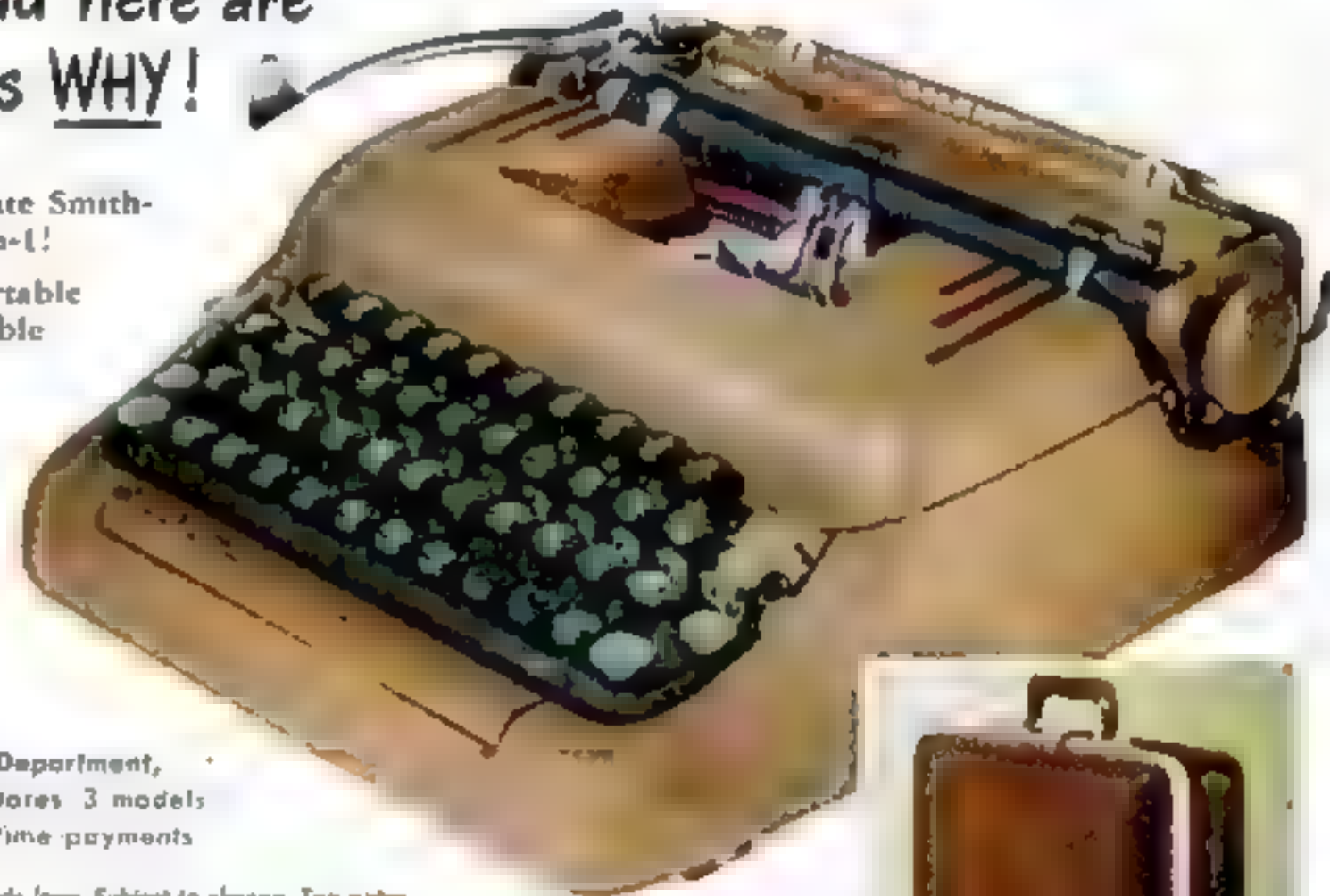
Jiminy Christmas! EVERYBODY wants the world's fastest portable!

Naturally, Santa! and here are just a few reasons WHY!

- ★ America's Typewriter Dealers rate Smith-Corona *BEST* by more than 2-to-1!
- ★ Fastest typebar action of any portable—in correct rhythm, it's impossible to jam the keys!
- ★ Colorspeed Office Typewriter Keyboard—one of 38 Smith-Corona features!
- ★ Dealers report it needs the least servicing of any portable!
- ★ World's most advanced design in a portable typewriter!

Smith-Corona portables are sold at Department, Jewelry, Stationery and Typewriter stores. 3 models: \$84.50, \$89.50, \$94.50*. Ask about time payments.

*These prices for all states permitting Fair Trade laws. Subject to change. Tax extra.



This beautiful deluxe case available at moderate extra cost. Can be used as smart overnight bag. Standard case included in price of portable.

Smith-Corona

World's Fastest Portable



DELICIOUS OVEN CROQUETTES!



Use leftovers—bake 'em with—



Oven Croquettes *Hunt Style*

It's true! The tastiest croquettes ever. Without the bother of deep-fat frying!

You use leftovers. And you add wonderful flavor with the best tomato sauce you ever tasted—Hunt's. It's the Kettle-simmered cooking sauce—for just a few cents a can.

2 cups diced, leftover lean beef, lamb, veal, chicken or turkey
1 medium onion 1 small green pepper

Grind above ingredients together. Then add:

$\frac{3}{4}$ cup fine dry bread crumbs
2 teaspoons salt 1 egg, well beaten
1 can Hunt's Tomato Sauce

Mix well and form into 8 cakes or croquettes.

Then mix the following sauce:

1 can Hunt's Tomato Sauce
 $\frac{1}{2}$ cup water $\frac{1}{2}$ cup leftover gravy
1 teaspoon horseradish

Pour this sauce into shallow, greased baking dish. Brush the croquettes with melted fat and set them in the sauce. Bake in hot oven (400°) 20 to 25 minutes, basting with sauce after 15 minutes.

Four people will rave about this dish! Tell them the wonderful flavor comes from Hunt's Tomato Sauce. Then try Hunt's in your soups, spaghetti, meat loaf, rice, fish, casseroles.

You can't buy a more delicious tomato sauce than Hunt's. Get several cans at your grocer's!

For breakfast or dessert—
HUNT'S HEAVENLY PEACHES



Hunt-for the best

Hunt Foods, Inc., Fullerton, California



FOOTBALL-CRAZY TOWN

Atchison, Kan. is full of small fry who never get out of their uniforms

Travelers passing through Atchison, Kan. (pop. 12,500) this autumn have been startled to find the town infested with small boys in football uniforms. The kids scoot down Main Street looking like miniature Chicago Bears; they invade soda fountains, deliver papers, rake leaves, eat dinner and, for all anybody knows, sleep without ever removing their football togs. The explanation is simple: any boy in Atchison between 9 and 12½ can own a genuine football uniform, worth \$25.00, by simply asking for one.

This phenomenon came about through Chet Lemon, the coach of Atchison High's apathetic and miserable football team. In self-defense Coach Lemon decided to do the same thing Branch Rickey had done in baseball—get a farm system. Three years ago he organized a kid league to develop future talent as soon as it could scamper across a gridiron. By dunning local businessmen, Lemon raised \$6,000. That bought the uniforms which were to be used as bait. Atchison's small fry bit so hard that 248 kids, 76% of the town's eligible juvenile population, are members of the league's 10 teams, which play games every Saturday. The teams' coaches include two ministers, a foundry machinist and a meat salesman, and the players take their instructions so literally that when a coach told one player to "get in the other team's backfield," the kid obediently lined up with the opposition on the next play. But Chet Lemon is reaping none of his expected harvest. Two years ago he quit as high school coach to take a job as a printing salesman. Still, as commissioner of the American Junior Football League, he proudly led a squad of Atchison all-stars to Omaha last week (p. 62) to represent Atchison in the Santa Claus Bowl.



NEW!

A lighter-bodied
cream tonic...
gives your hair that

"clean-groomed" look!



Now, from the makers of famous Vitalis—a great new improvement over ordinary, thick, heavy cream tonics. It's new Vitalis Hair Cream—the first cream tonic made of pure vegetable oil.

No heavy film!

Never before a cream tonic like it. So light, so fine. Grooms your hair perfectly... yet leaves no heavy film, because it contains no greasy liquid petrolatum. Gives your hair the "clean-groomed" look that everyone admires.

No sticky comb!

No messy hands either! Yes, new Vitalis Hair Cream is cleaner to use. It actually rinses off comb and hands with plain water alone.

Routs flaky dandruff!

Vitalis Hair Cream's pure vegetable oil is a doctor's prescription ingredient for dry, flaky scalp—routs flaky dandruff fast. Get this new, lighter cream tonic at your drug counter today.



Homogenized for easy flow...
handy, shaker-top bottle

VITALIS HAIR CREAM

P.S. Ask your barber for a professional application of new Vitalis Hair Cream.
Made by Bristol-Myers—makers of famous Vitalis

Kids' Football CONTINUED



BIG HOLE inside tackle is hit in dummy scrimmage by 10-year-old Dave Baird of Little Golds. The coach (background), who is a foundry machinist, approved of his knee action but cautioned Dave about keeping his tongue in his head lest he bite it in two.





THE STIFF ARM is being demonstrated for the Little Greens by their coach, an Episcopal minister. Coach's lament is the team's weakness on pass attack. "Our boys take back 15 yards and can only pass for 10—so even when we complete we're out of luck."



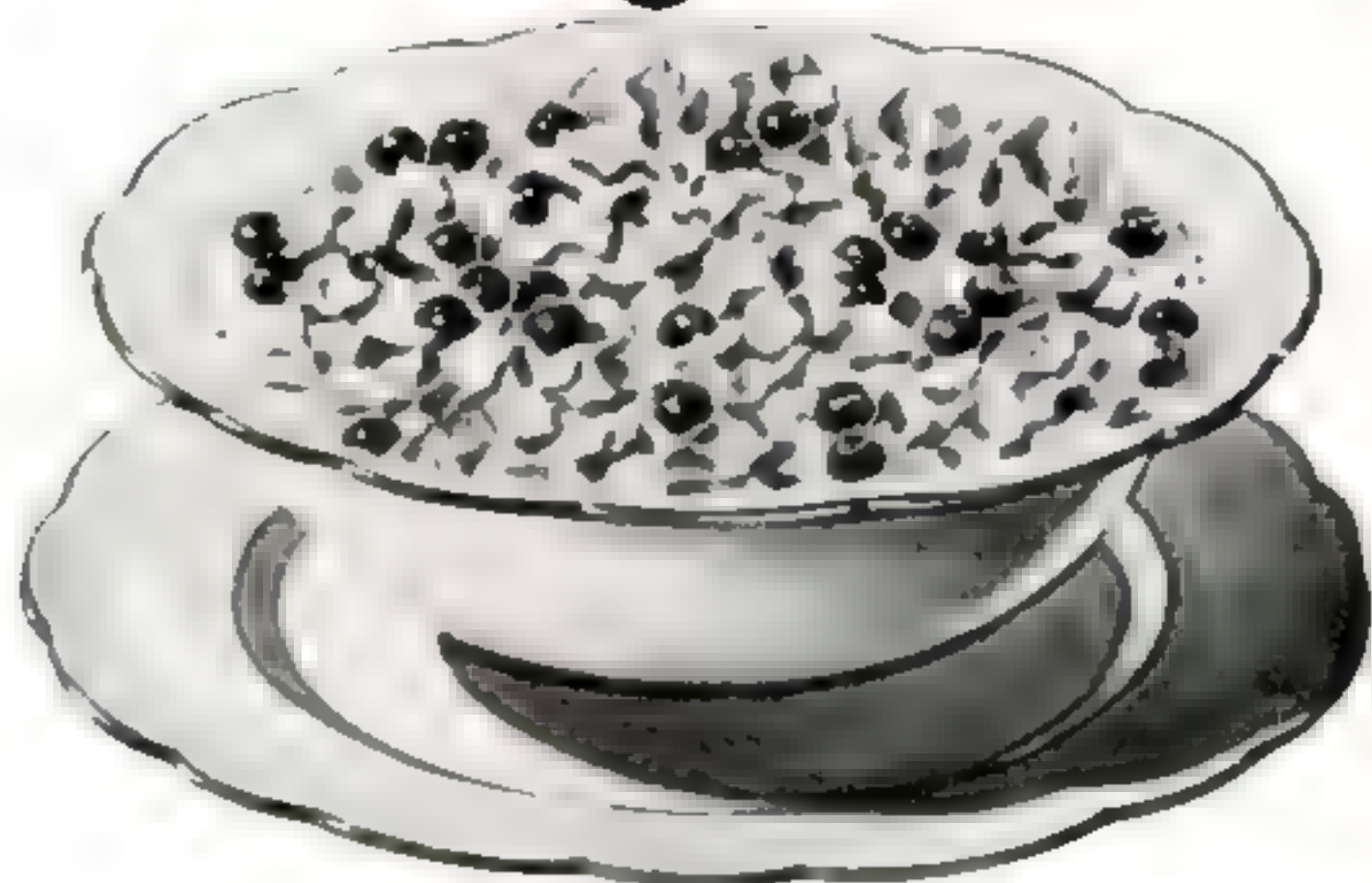
LITTLE REDS' SUBS huddle under blanket on sidelines in sub-freezing weather and help coach (left) cheer team during game. Every substitute must play at least two 8-minute quarters. The big problem is keeping kids from suffering emotional exhaustion.

CONTINUED ON NEXT PAGE

Mom's Big Fella!



Goes Big For PEP



the "BUILD UP" WHEAT CEREAL

Crispy! Delicious! Crackling with all the nourishing goodness of wheat! PEP has more "builder-upper" vitamins than any other ready-to-eat wheat flakes cereal.

Only PEP supplies a full day's need of "Sunshine" Vitamin D in every bowl-

ful. Only PEP is twice as rich as whole wheat in Vitamin B₁. It contains iron too—essential for good, red blood.

So—for a bone-growing, muscle-building, tooth-developing, energy-giving breakfast—serve delicious Kellogg's PEP with cool, fresh milk!



Fresh New Fashion *Idea in Luggage* AMERICAN TOURISTER HI-TAPER



Sleek new silhouette — tall, trim, tapered

Here's the striking new look, new lift in luggage!

Handsomely tapered, so it's thinner at the top, wider at the bottom, conforms with body contour for easier carrying. Extra height provides new ease in packing.

Lovely Permanite covering ignores scuffs, stains, scratches, weather. Exclusive one-piece Thermold construction, strong yet so light. Shock absorbing Perma-Edge. Desert Tan, Surf Green, London Gray, 11 matching pieces, from \$16.50.

Larger sizes equipped for Flipskip Wheels



HI-Taper is featured at leading department stores and luggage shops, including:

Boston, Mass., Jordan Marsh Company
Boston, Mass., R. H. White's
Brooklyn, N. Y., Abraham & Straus
Chicago, Ill., Mandel Bros.
Cleveland, Ohio, Sterling-Under-Davis Co.
Cleveland, Ohio, The May Co.
Detroit, Mich., The Emswiler Co.
Hartford, Conn., Sage-Aiken & Co., Inc.
Indianapolis, Ind., L. S. Ayres & Co.

Indianapolis, Ind., The Wm. H. Block Co.
Jamaica, N. Y., B. Gertz, Inc.
Kansas City, Mo., Macy's
New York City, Arnold Constable
New York City, Bloomingdale Bros.
New York City, James McGraw & Co.
New York City, Saks 34th
New York City, Stern Bros.
New York City, John Wanamaker

Newark, N. J., Hahn & Co.
Newark, N. J., Kresge-Newark, Inc.
Philadelphia, Pa., Strawbridge & Clothier
Philadelphia, Pa., John Wanamaker Co.
Pittsburgh, Pa., Kaufmann's
Portland, Ore., Meier & Frank Co., Inc.
Providence, R. I., The Outlet Company
St. Louis, Mo., Famous-Barr Co.
Washington, D. C., The Hecht Co.

Write for dealer's name or free booklet on care of luggage to American Tourister Luggage, Providence 7, Rhode Island

Kids' Football CONTINUED

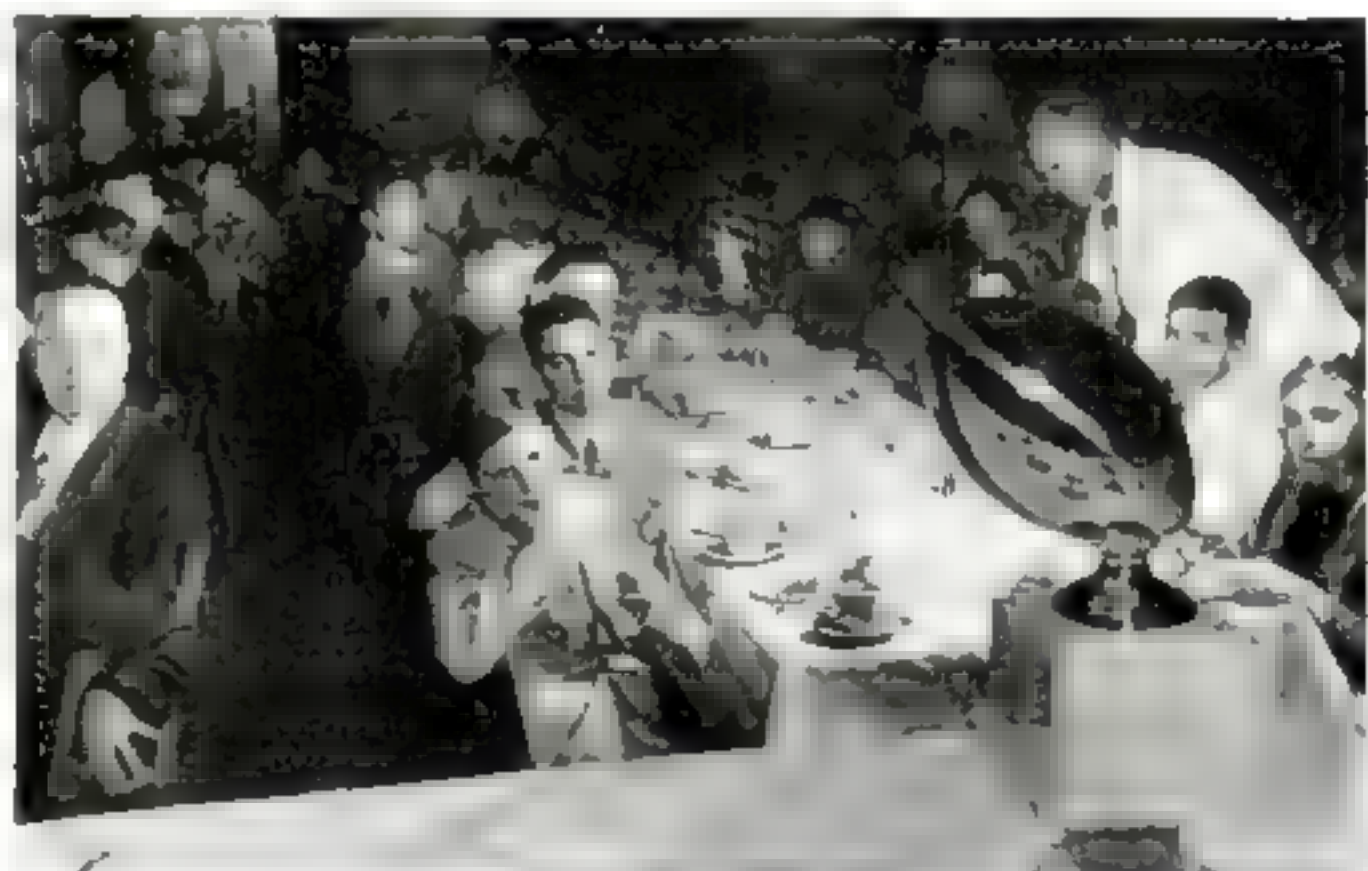
BUT ATCHISON LOSES A BOWL GAME



IN PEP TALK before Santa Claus Bowl game, Lemon tells team to lie down and relax, then orders them to get out and not simply charge but "explode."



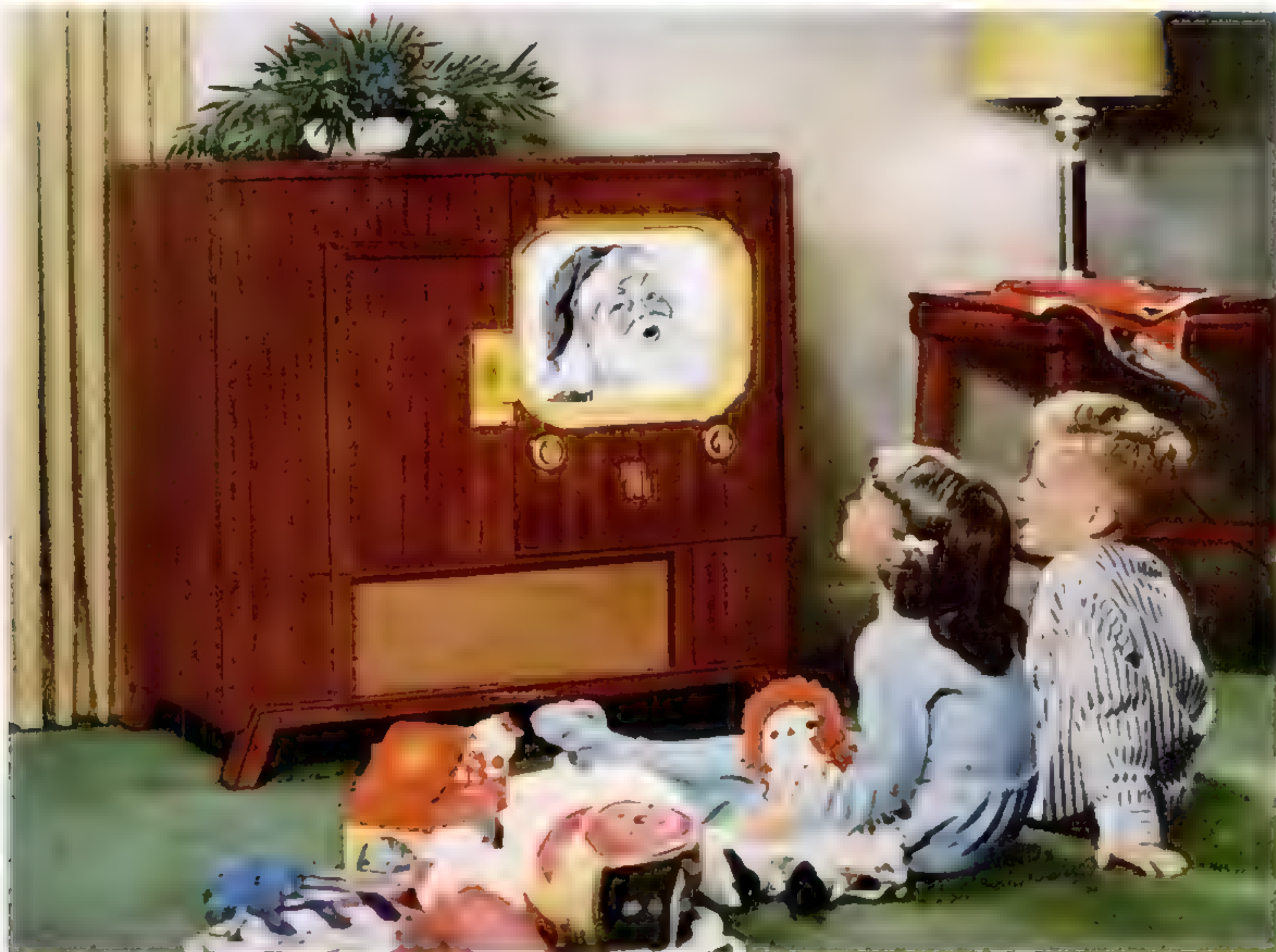
IN GAME three Atchison players tackle a Lincoln runner. In spite of such earnest defense, Lincoln scored two touchdowns. Atchison did not score any.



AT BANQUET after game, Atchison players look longingly at the trophy which they did not win. As consolation they kept parkas they wore at game.

Give your family a new thrill this Christmas morning

Motorola TV



16 inch TV combination FM/AM radio
—3-speed phonograph. In mahogany
or lined oak. Model 17F1

Put yourself in this picture by telling your dealer to deliver a Motorola in time for Christmas. Motorola has all the features you want—big, bright pictures—easy operation (just 2 simple controls)—and trouble-free performance (we actually play it at the factory to make sure it works when you get it).

Take your choice of a swell selection of Fashion Award table models, consoles and phonograph combinations—screen sizes from 14 to 20 inches. 29 models, all priced to fit your pocketbook. There's a Motorola for *your* home—*your* budget—*your* family this Christmas. See your Motorola dealer soon.

See your classified directory for the name of your nearest Motorola dealer. Specifications subject to change without notice.

GIVE A MOTOROLA AND YOU KNOW YOU GIVE THE BEST

Here's to Enchanted Evenings



★ LOUIS HAYWARD ★

★ HERBERT MARSHALL ★

★ ROBERT PRESTON ★

...Christmas, New Year's and Always!

Join these stars
who drink and serve
smooth, sociable
Schenley

Give Schenley - Hit of the Holiday Season!

Trust the stars to choose the *best*. They're giving and serving Schenley for the holidays. Why don't you? Schenley Reserve is the finest from Schenley, the House of Rare Whiskies. And it comes in a magnificent gift carton that's the last word in luxury.

SCHENLEY



★ CLAUDE RAINS ★

★ CESAR ROMERO ★

BLENDING WHISKY 86 PROOF 65% GRAIN NEUTRAL SPIRITS
SCHENLEY DISTRIBUTORS, INC., N. Y. C.




Get into this smart circle!

You'll find yourself in smart company—when you wear this sleek Mystri-gram beauty. For it has the special SWANK touch that's always welcomed by the well-groomed. Your initials, deftly crafted, cling mysteriously to the belt—mark it strictly your own.

The buckle and belt in top grain bridle cowhide, as illustrated, \$3.50.

The buckle with other leathers at higher prices.

 on jewelry, belts and
wallets means quality

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Men prefer
SWANK





EVERY INCH A FAILURE, CHAMPION POSES WITH SCRUB BULL MODEL. YOUNG OWNERS BOUGHT HIM FROM A FARMER WHO WAS TOO ASHAMED TO ENTER HIM

THE WORST BULL IN OKLAHOMA

The sorry 3½-year-old hunk of meat shown here is a champion bull. According to the competent judges of the Southwestern Livestock Clinic in Oklahoma City last month, he is "the most shallow-bodied, flat-ribbed, light-quartered, long-headed, crooked-legged, drooped-rump, beefless, characterless" scrub bull they

could find. Scrub bulls—mongrels of unknown parentage—transmit their bad points to sons and daughters, lowering the standard of U.S. cattle. As part of a long-range project to improve herds and wipe out the scrub bull, citizens of Oklahoma offered a \$100 prize to the most miserable specimen anywhere in the state. The only

catch was that all entries must afterward be sold for bologna, thus removing them from family circulation. When the five finalists met in Oklahoma City's Municipal Auditorium, Champion Saxet (Texas spelled backwards) won in a breeze. His \$100 first prize far surpassed the meat value of his carcass—an ignominious \$56.

If You Really Know About MEN
—You'll Give
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4 WAYS-IN-ONE TO A
MAN'S HEART

• Here in this one wonderful gift is all a man needs to start every day right—keen, well-groomed, handsome. Contains Mennen Shave Cream, Skin Bracer, Shave Cream, Talcum for Men, and new Mennen Cream Hair Oil. Smartly packaged in colorful holiday gift box.

YOU COULD
CLOSE YOUR EYES
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• You can't go wrong—because Mennen Skin Bracer is far and away the most popular after-shave lotion in America. Give him this big, De Luxe "King-Size" bottle of Mennen Skin Bracer—smartly gift-wrapped.

FOR EVERY MAN ON YOUR LIST

MENNEN Gifts for Men

Worst Bull CONTINUED



CHAMPION'S BAD POINTS include crooked, unwholesome teeth. Judges were unable to guess Saxet's parentage, hoped he had not sired many offspring.



ENVIOUS SAXET studies the good points of a \$5,000 Hereford bull. Scrub cows can have good calves from good bulls, but scrub bulls have scrub offspring.



SHORT-LIVED VICTORY is Saxet's reward as he heads for slaughterhouse. Buyers were generous to bid 16¢ a pound, guessed he would make only dog food.

Will not open
till Dec. 25th



TEXCEL Cellophane Tape
sticks best... looks best
on all Christmas packages!



To stop a
POP

for other sealing
and holding uses.



TO STICK
a stocking

for other sticking
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for every day

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KINGS AND PRINCES, headed by Gustaf VI Adolf, follow the late king's coffin. Behind Gustaf VI are son Prince Bertil (left) and younger brother Prince Wilhelm. In third row stand Denmark's King

Frederick, Norway's King Hakon, Finland's President Paasikivi. Next: Duke of Gloucester, Crown Princes of Norway and Ethiopia, Prince Bernhard of the Netherlands (saluting). Behind them are Prince

Axel of Denmark, Archduke of Luxembourg, Prince of Liège and Lord Mountbatten, new queen's brother. Sixth row: king's two commoner sons and nephew in captain's uniforms, and Prince Carl Bernadotte.

ROYAL THRONGS HONOR GUSTAF V

Kings and princes follow his bier

In the chill hush of an early winter's day, a royal procession stood in a Stockholm street in tribute to a departed king. The mourners had come for the funeral of the late Gustaf V of Sweden (LIFE, Nov. 13) in the largest assemblage of royalty since England's Princess Elizabeth was married three years ago. To the beat of muffled drums they marched behind the purple-covered coffin to Riddarholm Church, the traditional burying place of Sweden's rulers. Flags at half-mast lined the route, along which more than 70,000 Swedes turned out in final honor of their beloved "Mr. G." When the burial service was ended, 17 warships, including two American destroyers, roared out two 42-gun salutes. At that moment flags all over Sweden went to top-mast again in honor of the new king.

In the two weeks since his father's death, Gustaf VI Adolf, whose first official portrait (opposite page) was taken by LIFE's Dmitri Kessel, had already proved himself an energetic ruler. He supervised all details of the funeral himself, met all his more important guests in person. In addition he received the credentials of 39 foreign envoys and made an impression on his ministers as a thoroughgoing reader of all documents submitted for his signature. After he sent a number of such papers back for revision, a ministry official commented wryly, "He is king, all right."



ROYAL PROCESSION winds through Stockholm streets. In foreground are Royal Lifeguards, next

the Royal Bodyguards, or *Drabantar*, in old costume. Soldiers and sailors holding flags stood along route.

REGINA

TWIN-BRUSH

POLISHER AND SCRUBBER

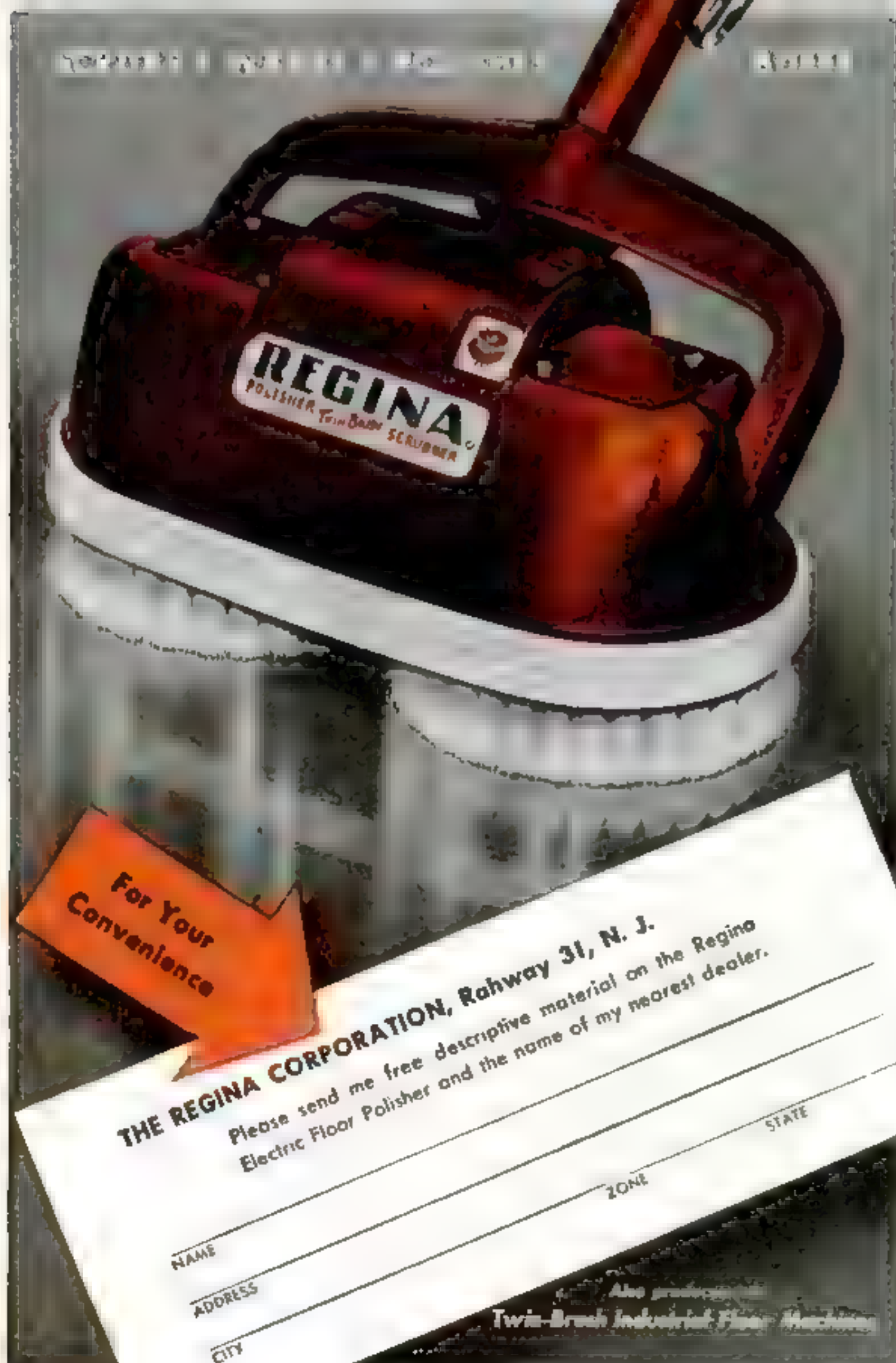
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Royal Funeral CONTINUED



ROYAL DINNER for 490 guests followed the funeral service. King (center right, leaning forward) headed the royal train. At his right is his late Queen Ingrid of Denmark, at his left his cousin, Princess Martha of Norway.



ROYAL WONDER is shown by small Crown Prince Carl Gustaf, the prince who ruled the day of confinement (LIFE N.Y. 13), as grim battle the new king fought out planes at armed forces parade. With him are two princesses.

So "right" for so many—a Kodak Camera

NAME ANYONE YOU WILL . . . to each a new Kodak Camera is a "wanted" gift—a prized possession that brings years of pleasure.

So important . . . so worth while—whether you're introducing a youngster to the fascination of photography or graduating a grownup to a fine modern camera.

Such an "accomplished" gift—Today's Kodak Cameras make wonderful full-color snapshots as well as black-and-white . . . snapshots around the clock, indoors or out.

So easy to buy—You'll find Kodak Cameras at photo counters everywhere—in a wide range of prices and models. And they're so easy to wrap attractively, to mail . . . so exciting to open. Why not start shopping on this page, continue at your near-by dealer's . . .

Eastman Kodak Company, Rochester 4, N. Y.



Kodak Pony 828 Camera—\$29.95. Bright new "miniature"—for sparkling color slides, album-size prints in color or black-and-white. Flashholder with guard, \$11.50. "Pony 135," \$34.75.

Brownie Flash Six-20 Camera—\$12.75. For round-the-clock picture making. Gets grand snaps indoors or out . . . day or night. Flashholder, \$2.92.

Brownie Hawkeye Camera, Flash Model—\$6.95. Kodak's famous box "Brownie" in a smart new model . . . now with built-in flash. Flashholder with guard, \$3.65. Complete "flash" outfit—camera, Flashholder, film, flash lamps, batteries, photo-tips booklet \$12.75.

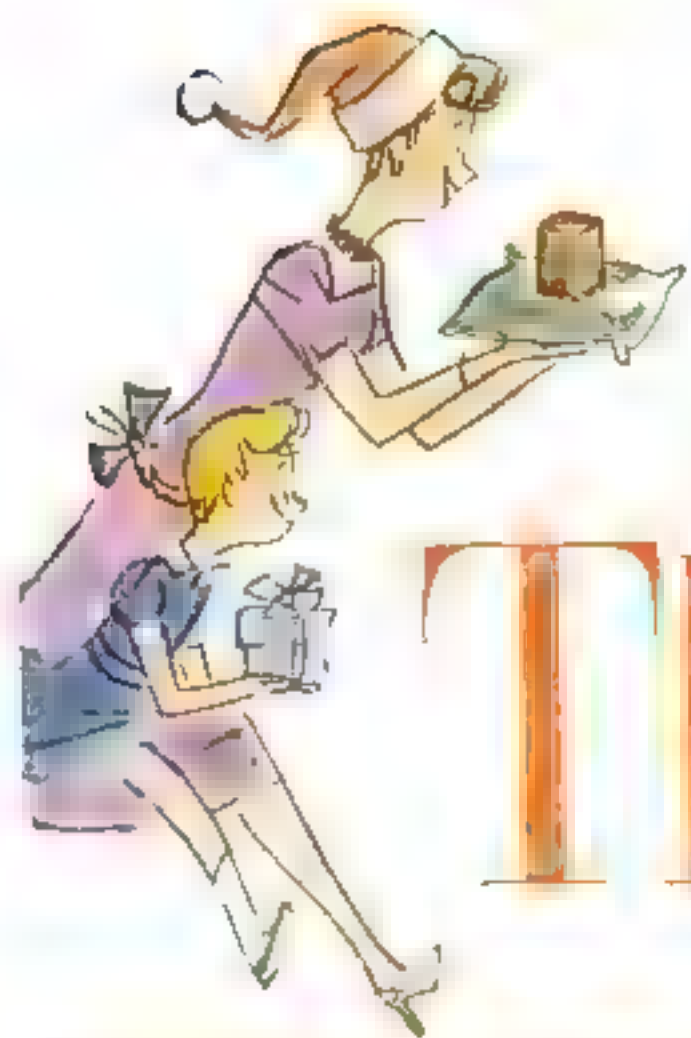
Kodak Tourist Camera, Kodet Lens—\$24.50. Old favorite with new ideas. Kodak's economy-model folding camera. Other "Tourists," \$38.50 to \$95. Flashholder with guard, \$11.50.

Cine-Kodak Reliant Camera, f/2.7 Lens—\$79. Wonderful movies on a snapshot budget. Loads easily with economical 8mm. roll film. With f 1.9 lens, \$97.50.

Kodak Duaflex II Camera, Kodet Lens—\$13.95. Exciting new twin-lens model. Brilliant view finder "previews" your pictures. De luxe model, \$21.95. Flashholder, \$3.33.

All prices are subject to change without notice and include Federal Tax

Kodak
TRADE-MARK



Give the finest man you know
The Finest Shaving



STYLED BY CARL OTTO

ACTUAL SIZE



Instrument of All Time

Is he at the top of your Yuletide list?

Is he a man who knows and goes for the good things in life?

Then—seek no more. The dramatically new Schick "20" was definitely designed for him—and for you, the particular gift-hunter.

For it's one of the smartest, most useful gifts you could find in a month of shopping. It's the anniversary model celebrating Schick's 20 years as electric shaving pioneers—and it has a special look for a special occasion.

Even the Caddie Case in which it comes is fitting company for a fine present. It's a rich, leather-like container, saddle-stitched, designed for proud display or for bathroom shelf or suitcase.

Beyond its looks, beyond its light, new shape, the "20" shaves in a very special way. Your man can shave fully dressed, any time, any-

where. He simply plugs it in—presses the button—glides the "20" over his face—and that's it.

He's shaved—clean, smooth, fresh. No wet mess, no out-dated bother. Driven by a *real rotary motor*, the most powerful we ever made, Schick's Hi-Velocity Heads sweep through the toughest beard.

So give him the Schick "20"—the finest thing you can do for his face and for him—rightly called the finest shaving instrument of all time.

And it's waiting to be Christmas-wrapped—Caddie Case and all—at the nearest jewelry, appliance, drug, hardware or department store. The famous Schick Super and Schick Colonel are there, too. Also at Schick service offices in principal cities. Schick Incorporated, Stamford, Conn.

Schick "20"—\$24.50

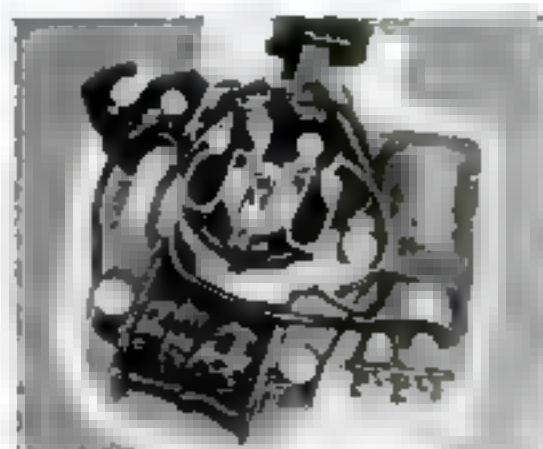
Schick Super—\$22.50 • Schick Colonel—\$17.50

Schick "20" ANNIVERSARY MODEL

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You can see it in her eyes... that deep look of pleasure when she receives the shining gift of LUNT Sterling. It is a moment beyond words. You've given her a gift that expresses pride in her... a gift she appreciates instinctively. All women appreciate LUNT Sterling... whether they are wives, mothers, daughters, sisters, nieces, yes, even grandmothers. It is a proud possession they cherish always. Ask for LUNT solid silver at your favorite jeweler's or silverware department.

P.S. Remember! This Sterling costs no more than less treasured gifts. And, like all Sterling, it lasts forever.

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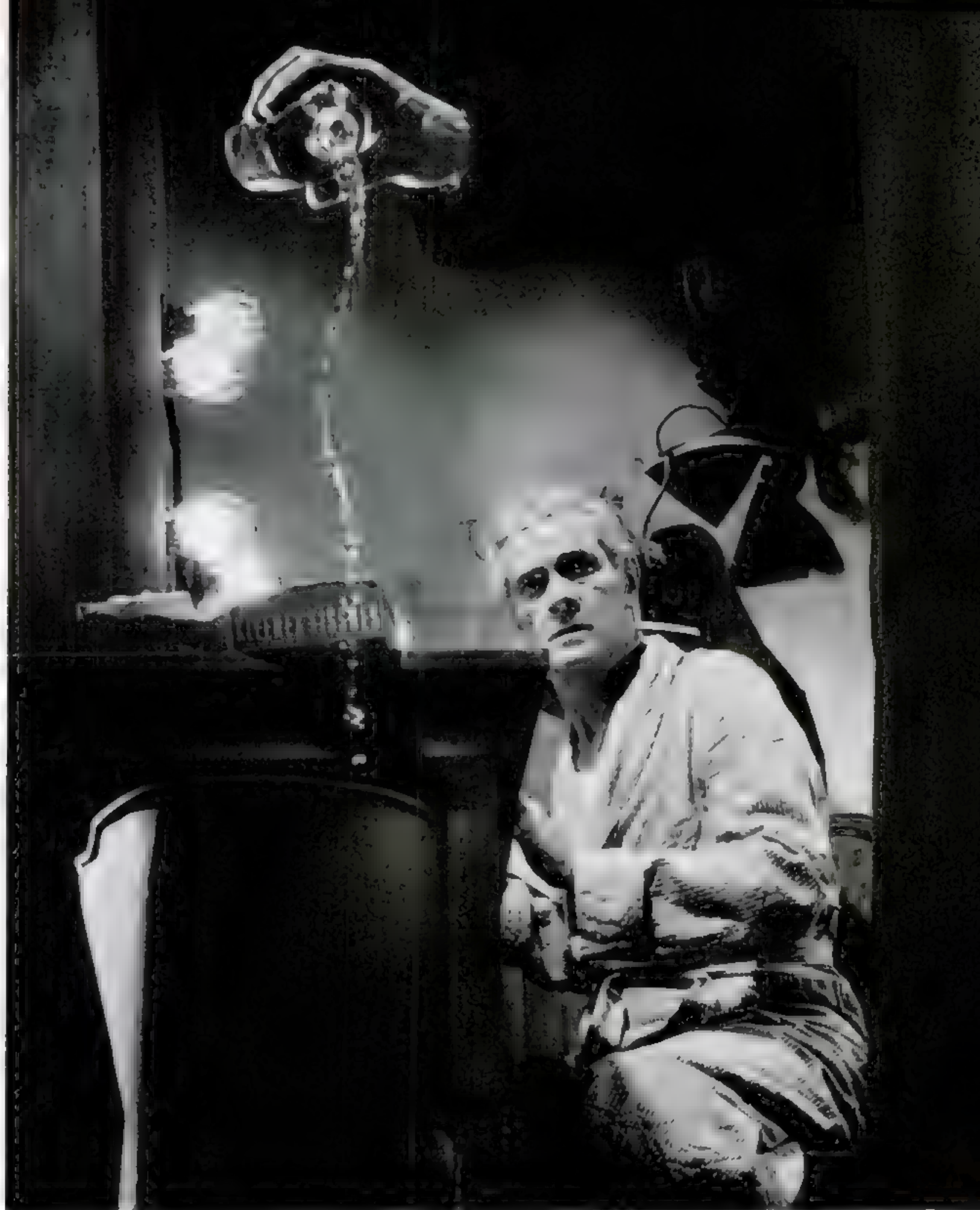
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*Sterling of
Lasting Good Taste*

PLEASE SEND for your free copy of "LUNT - The Sterling of Superior Craftsmanship" addressing Dept. D-1.

GIRLS from all ages, 16 to 86, will love this 5-piece Lippendale Housewares Serving Set. Christmas packaged Set, only \$13.95. Tax included.

PAMPER BABY with a practical, Shining silver baby cup and porringer that just won't wear out. Cup, \$7.50. Porringer, \$10.50. Tax included.

DESPERATE ACTOR
(Paul Kelly) watches as stage director empties a bottle of precious cough syrup which actor has been secretly gulping in his dressing room because of its alcoholic content.



"THE COUNTRY GIRL"

Odets comes back with a warm play about an alcoholic actor and his wife

After 13 lean years in his writing career Clifford Odets, whose early social problem plays (*Waiting for Lefty*, *Annie and Sing*) created fireworks on Broadway, has finally come back with a hit. His new play, *The Country Girl*, focuses not on social evils but on the personal problems of an aging alcoholic actor named Frank Elgin. Elgin claims that his wife, a girl from the country, has driven him to drink by her envy of his

talents and her threats of suicide. An idealistic young stage director, with faith in Frank's genius, offers him a star role in a new play and tries to protect him from what he thinks is the wife's destructive influence. Though Odets has shown the playwright's usual narcissistic interest in back-stage doings, his characters—all of them excellently acted—are almost too extraordinarily real to watch but too absorbing to ignore.

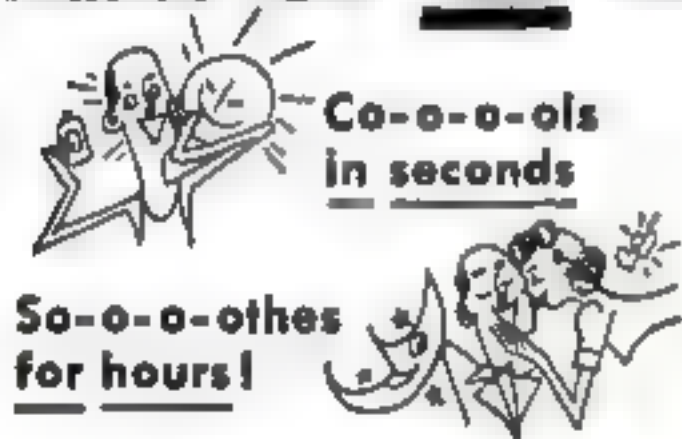


← TRIED BEYOND ENDURANCE, THE WIFE (UTA HAGEN) BREAKS INTO TEARS

CONTINUED ON NEXT PAGE 77

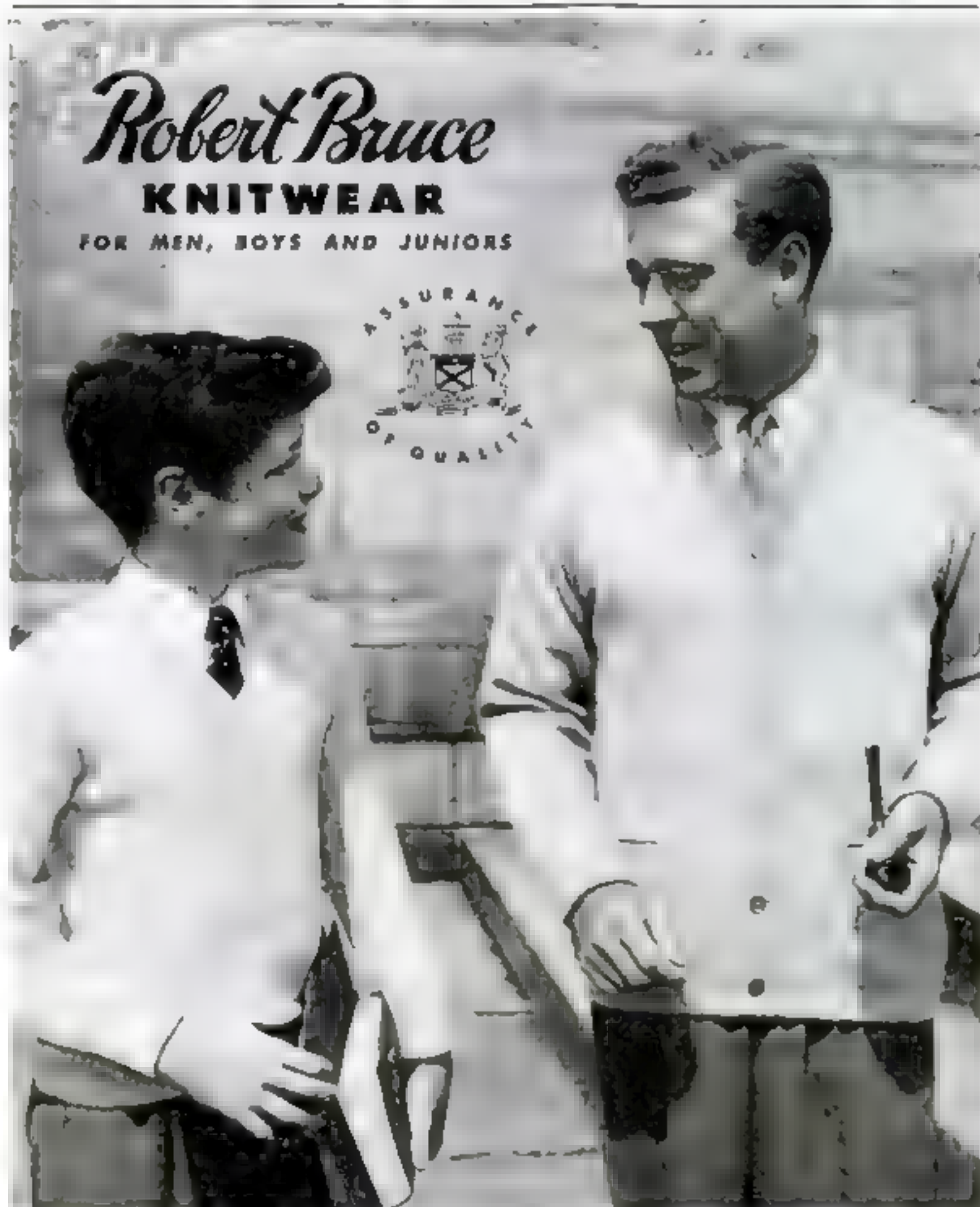


NEW Palmolive After-Shave Lotion
Makes Your Face Feel Refreshed, Invigorated!



Here's one after-shave lotion that really makes your face feel refreshed, invigorated—yes, its specially selected ingredients cool your skin in seconds! You'll enjoy its clean, outdoor scent . . . and, the emollient effect of Palmolive After-Shave Lotion actually soothes your skin . . . for hours and hours! A marvelous underarm deodorant, too. Try it today!

A new idea in after-shave comfort!



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"The Country Girl" CONTINUED



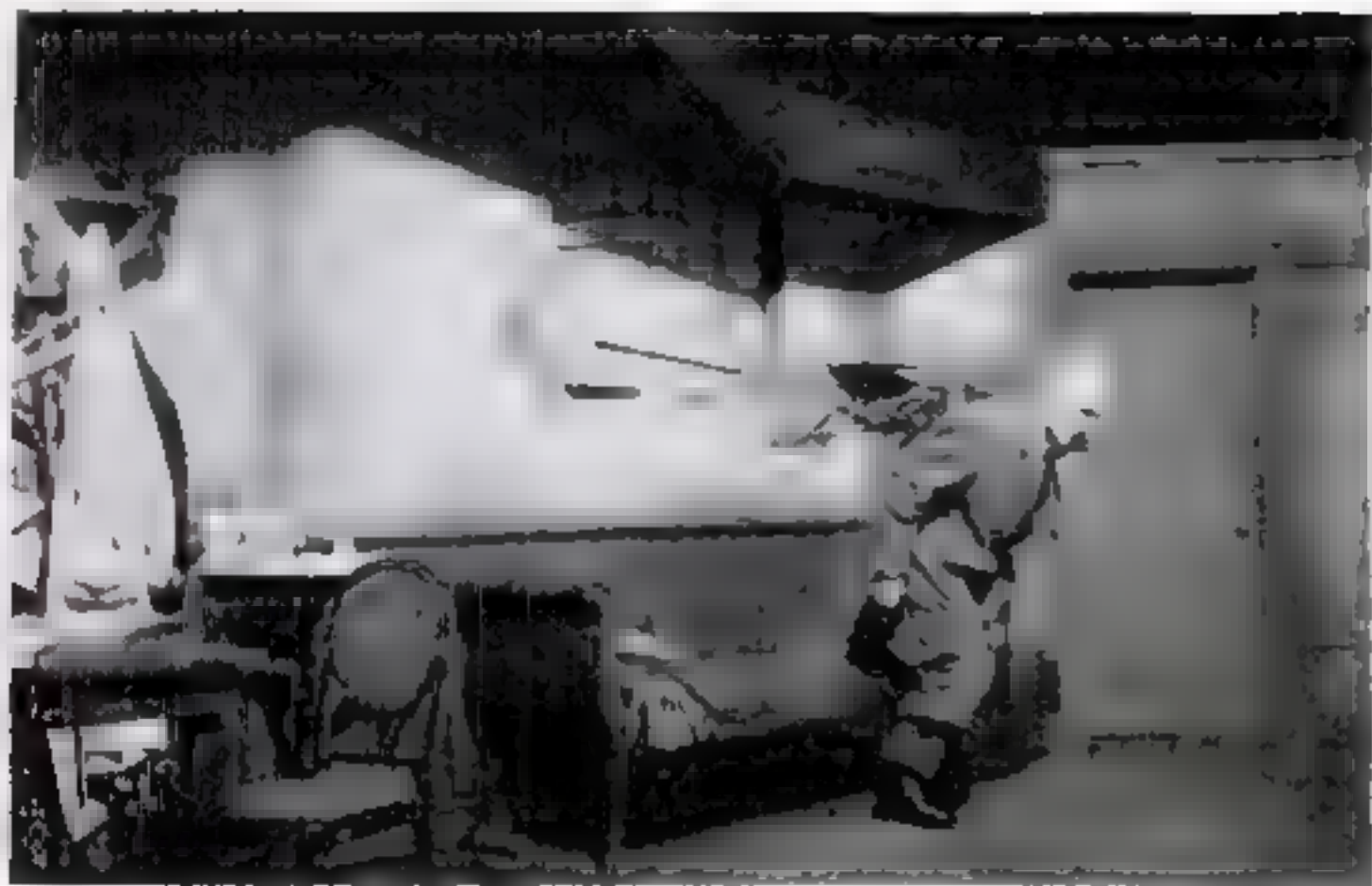
IN DRESSING ROOM DURING BOSTON TRYOUT ELGIN GETS DEAD DRUNK



HE TRIES TO SAY HE WAS JUST LYING DOWN AND TAKING A CAT NAP



ELGIN SHOWS WRIST SCARS, ADMITS HE, NOT HIS WIFE, TRIED SUICIDE



IN A STUPOR HE STAGGERS TO HIS FEET AS FRIENDS BEAT ON THE DOOR



BUT PRODUCER (RIGHT) WANTS TO FIRE HIM FOR BEING DRUNK ON JOB



DIRECTOR APOLOGIZES TO WIFE FOR BELIEVING ELGIN'S LIES, KISSES HER



CONTINUED ON NEXT PAGE

No other makes the third in AMBASSADOR



Whenever the very best is called for...be reminded always to serve Ambassador...cherished everywhere as the ultimate in quality, taste and fine living — known the world over as the most treasured of rare aged whiskies...and remember, every single drop is 25 years old!

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BEAUTIFUL GIFT
for beautiful hair

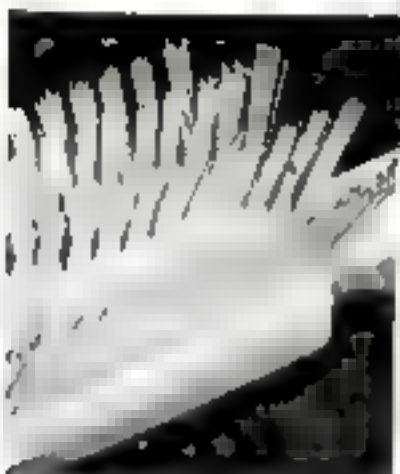
New
ALL-NYLON
HAIR BRUSH

Someone dear is sure to appreciate this lovely "Lady Catherine" brush with long-lasting nylon bristles and nylon handle. Brings out soft, natural highlights, keeps hair lustrous. Look at these features!



1. Nylon bristles are smooth and resilient. Stay stimulating and springy because nylon bristles don't become limp in water.

2. An all-nylon brush can be sterilized in boiling water to kill germs and remove hair oils. Brush looks sparkling new after each cleaning.



3. Nylon bristles are long-lasting — don't break off, get brittle or crack. Put this lovely, all-nylon hair brush on your shopping list today!

Whenever you buy any brush, ask for one with nylon bristles because...

The best brushes have
DU PONT NYLON
BRISTLES



Better Things for Better Living... through Chemistry

"The Country Girl" CONTINUED



THE WISTFUL WIFE, reminded of her own lost youth by the sight of the pretty ingenue actress in the doorway, pirouettes in front of the dressing room mirror and forgets for an instant her melancholy life caring for her husband.



THE TRIUMPHANT HUSBAND, after brilliant Broadway opening, orders producer to take off his hat in his wife's presence. Tempted to go off with young director, she realizes how badly her husband needs her, decides to stick by him.

See our ad
on another
page



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Ideal Christmas gift . . . The PRES-A-LITE holds 23 cigarettes at one time—keeps them fresh—and hands them to you fully lighted, ready-to-smoke. Safe, dependable, fool-proof—completely automatic. Nothing else like it in the world!

Simple to attach . . . The PRES-A-LITE fits all cars, camps easily to the steering column and connects to the ammeter or ignition post. Out of your way yet always at your fingertips. Lets you smoke safely, luxuriously—with your eyes on the road and your hands in control of the wheel!

Beautifully styled . . . The PRES-A-LITE is durably constructed of Bakelite and Aluminum. Adds a sporty, dramatic note to any car interior. A most distinctive gift . . . an unforgettable gift.

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COVERED BY EARLY SNOW, BOOMING BUTTE GLOWS WITH LIGHT IN THE WINTER DUSK. STREAKS ACROSS PICTURE ARE MADE BY HEADLIGHTS ON HIGHWAYS.

"RICHEST HILL ON EARTH"

Butte, Mont. revives old boast as its miners and bosses carry on a \$27 million program to give the old copper camp its fourth boom

The history of Butte, Mont. is the history of one hill from which about \$2.5 billion in copper has been taken in 79 years and which Butte boastfully calls the "richest hill on earth." But copper was not the thing that brought men to Butte. The town began with a gold strike, turned for a while to silver when gold ran out and was on its way to oblivion when a promoter named Marcus Daly hit a vein of copper in a silver claim. Soon Butte was the copper capital of the world.



PEAKS SURROUNDING TOWN ARE ON THE CONTINENTAL DIVIDE. "RICHEST HILL" IS AT FAR EDGE OF CITY, DIRECTLY ABOVE TALLEST TREE IN FOREGROUND

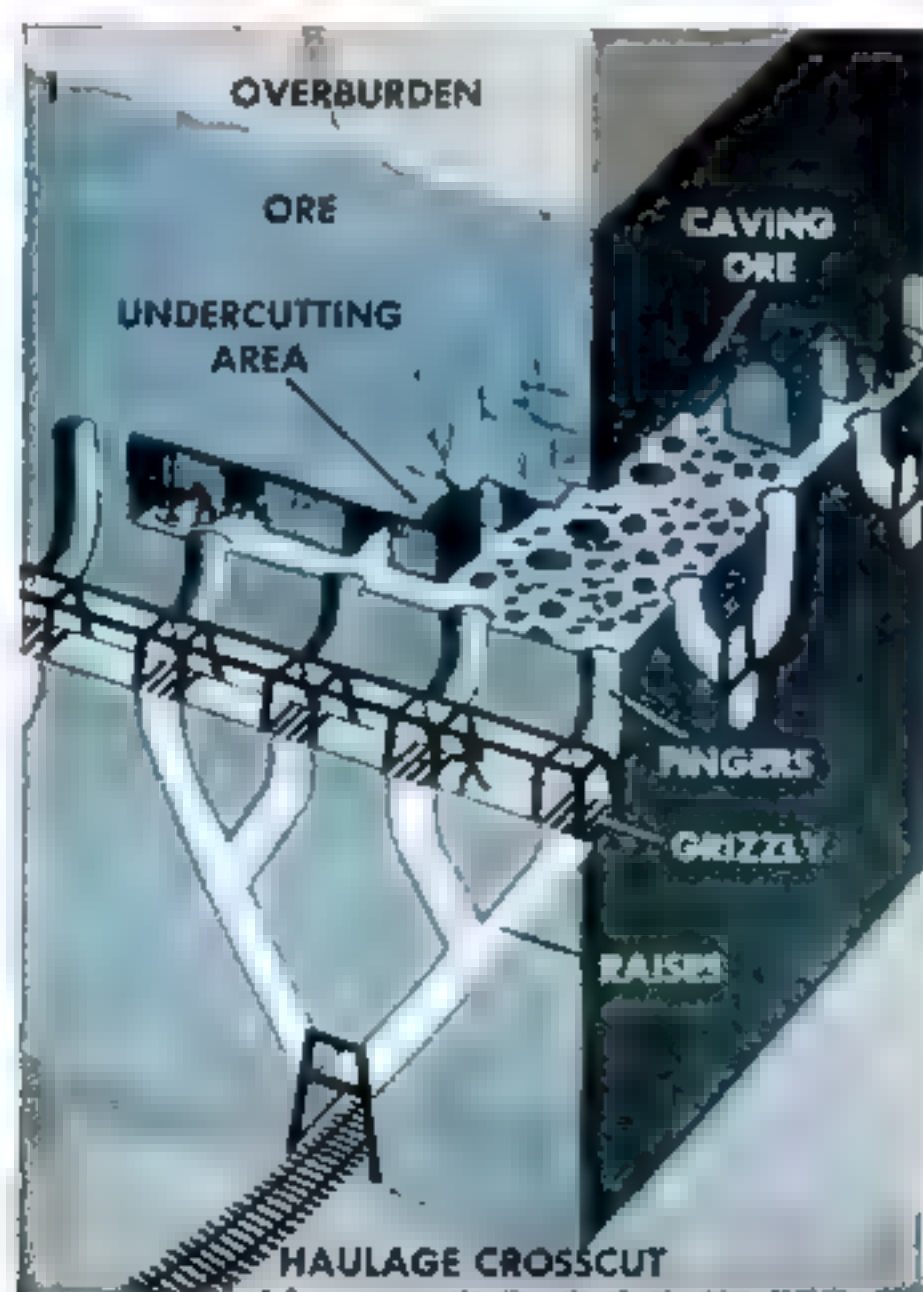
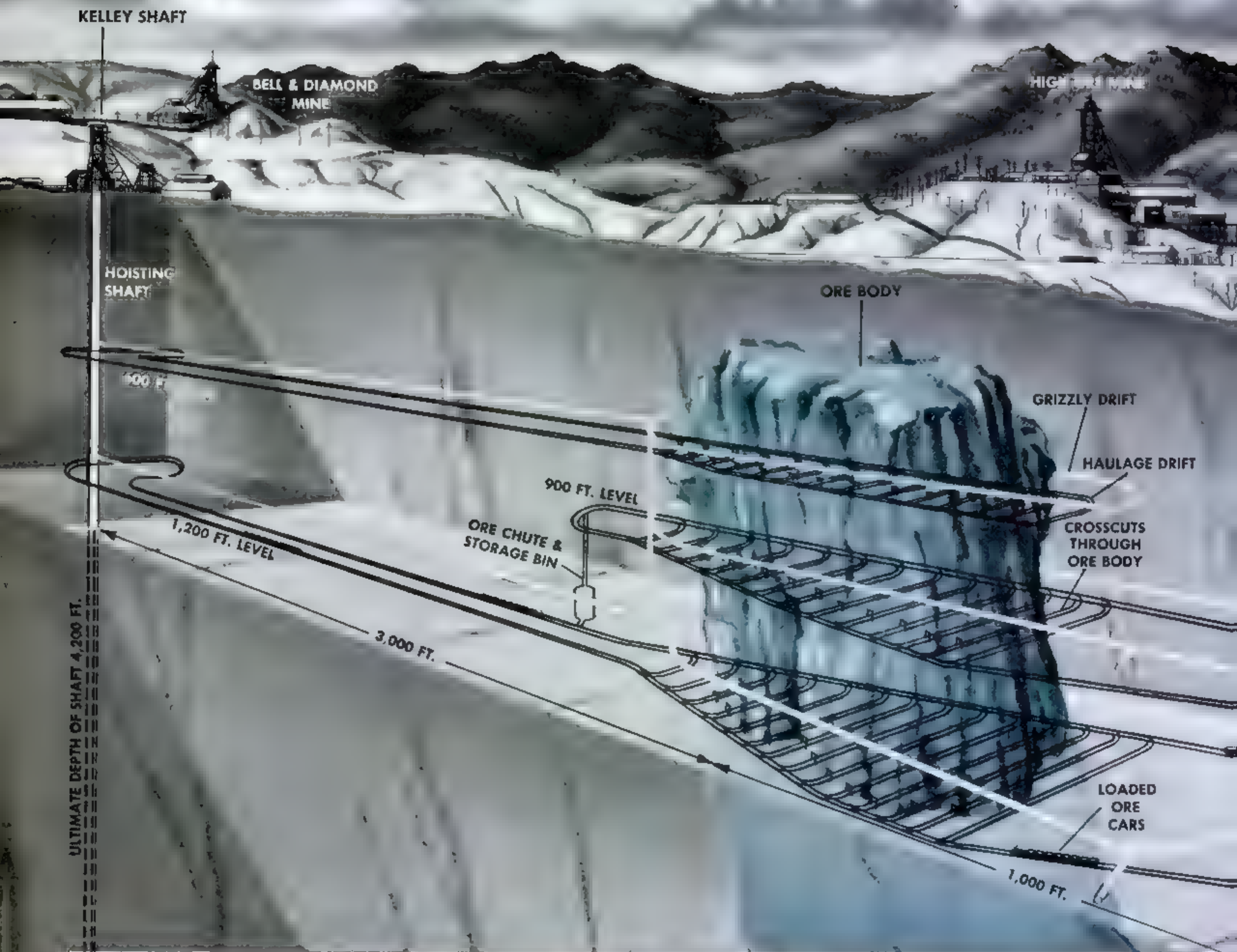
Butte was a tough mining camp in those days. The miners drank "John O'Farrells" (whisky with beer chasers) and fought pitched battles for their unions in Dublin Gulch. Their bosses, fighting to control the ore, dug into each other's mines and bribed the voters to elect company men to Congress. By 1910 the Anaconda Copper Mining Company had fought its way to a position of supremacy. In that year it bought out the last of its big competitors and Butte became

a company town. It has been one ever since.

Butte's population grew to a peak of 58,818 in 1910. The insatiable demand for copper encouraged the digging of low-cost ore in Utah, Arizona, Chile and Africa. Butte's shafts went deeper and its costs higher. It could operate at a profit only when copper prices were high. In 1940 prices were down and in the next eight years some 8,000 people moved away.

Then, in 1947, Anaconda gave Butte a lift

by deciding to spend \$27 million to exploit two huge deposits of low-grade copper which still lay untouched in the hill back of town (*next page*). On the strength of this program Butte is experiencing its fourth boom. Last week, with some 1,000 new houses built or building, Butte watched with renewed interest while workmen on the "richest hill" were on the way to the 130 million tons of untapped ore which will keep Butte bustling for at least 35 years more.



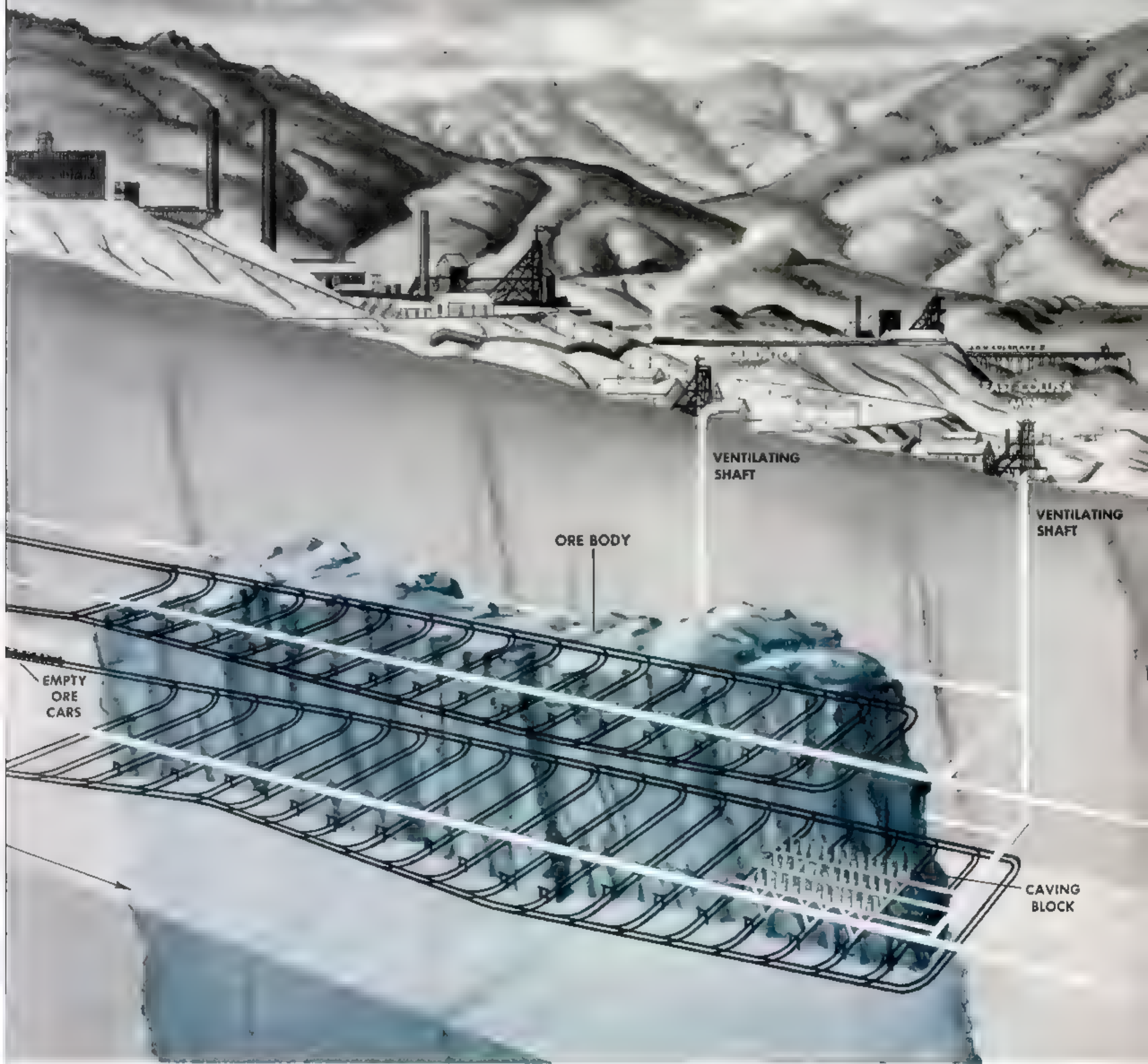
NETWORK OF CHUTES, called "fingers" and raises, is blasted through rock while miners above chutes cut out chambers in the ore to start it caving.



ORE BREAKS UP under its own weight and falls through fingers to the grizzly, where miners keep the ore moving through grates by cracking the big pieces.



IN FINAL STAGE ore continues to flow downward into railroad cars while heavy rock and earth above it follow. Whole block is caved in six months to a year.



HONEYCOMBED WITH TUNNELS, THE ANACONDA ORE WILL MINE ITSELF

Anaconda's low-grade ore is scattered through two huge bodies, deep in the ground under some abandoned mines (cutaway drawing, *above*). To get it out of the ground Anaconda will use a process new to Butte called block-caving, in which the ore will practically mine itself.

Block-caving involves undercutting the ore with a series of tunnels, so that, once it is honeycombed with holes, it will crumble, like sawdust in a termite-infested house, and fall by its own

weight into cars to be hauled away for smelting. The process is cheaper than ordinary methods because a great mass of ore can be handled with fewer miners and less equipment.

To get at the ore a shaft, named for Anaconda Chairman Cornelius F. Kelley, is being sunk 3,000 feet away so the shaft will not be damaged by collapses in the mountain as the ore is mined. From the shaft tunnels (or drifts) will be driven to the ore bodies. These drifts run in

pairs: an upper (shown in white on drawing and known as the grizzly drift) in which the miners work, and a lower (shown in black and called the haulage drift) which is fitted with an electric railway to carry away the ore. Working from the grizzly drifts, a pattern of upward chutes is driven (caving block, *right*), leaving only a few pillars to hold up the ore above. When these pillars are blasted away the ore gradually tumbles down through chutes and into the ore cars.

Ah... Wonderful Cloud-soft Cashmere

...for carefree living

To give this Christmas... or to wear yourself,
there's nothing more wonderful, more luxurious than Catalina's
soft, soft Cashmere. 100% pure imported
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by

Catalina



For her:
Cardigan, \$17.
S'pon, \$13.

For him:
Pullover, \$15.

LOOK FOR THE FLYING FISH

For color folder showing other Catalina sweaters, write Dept. 315, Catalina, Inc., Los Angeles 13, California

Richest Hill CONTINUED



STEEL HEADFRAME of the new Kelley shaft is built to hold wheels for the hoists which will lift the low-grade ore to the surface in large skips or buckets.



CHILDREN PLAY in snow outside houses constructed for miners by Butte Development Association, a group of private businessmen who began spending



IN KELLEY SHAFT workers use clamshell to muck out rock after blasting. Shaft, down 600 feet in picture, will go to 4,200, be 39 feet by 9 feet in dimension.



\$2 million to spruce up city after Anaconda announced new mining project. In two years some 4,000 people have moved to Butte, keeping sign makers busy.

CONTINUED ON NEXT PAGE

Limerick Laffs BY Muckoff



A certain young lady from Wheeling
Said, "Here is a taste most appealing!
I just love 'Cream of Wheat'* . .
And you simply can't beat
That wonderful 'Cream of Wheat' feeling!"

**2 kinds, same smo-o-o-th flavor!*

Said a ghost who was pale and transparent,
"I should eat 'Cream of Wheat', it's apparent.
But it's so nutritious*
I'd get too ambitious
And leave my old haunts . . . so I daren't!"

**Brimming with get-up-and-go food-energy*



Said a hunter and trapper named Lee,
"I eat 'Cream of Wheat', but—oh, gee!
That Enriched 5 Minute
Has so much Iron* in it,
My compass keeps pointing to me!"

**Calcium, Phosphorus, Vitamin B1, too!*

Said a grandfather, aged ninety-three,
"'Cream of Wheat's' the speed breakfast for me!
For facts incontestable
Prove it digestible*
In just 5 minutes' boiling, you see!"

**Get the quick-cooking Enriched 5 Minute kind.*



An infant named Ethelbert Wyatt,
For the first solid food in his diet,
Got smo-o-o-th "Cream of Wheat".
Said he, "It's replete
With flavor and nourishment.* Try it!"

**And it costs less than 1¢ a bowl!*

**GET THAT
CREAM OF WHEAT®
FEELING!**





LOVE
that

RED HEART

the only
3-flavor
dog food
U.S. Inspected



None finer! Complete, balanced diet to keep dogs healthy, plus variety to keep them happy! Same food, flavored 3 ways—beef, fish, cheese • John Morrell & Co., Meat Packers, Ottumwa, Iowa

Richest Hill CONTINUED



COPPER MINERS line up at Anaconda Con mine for cage which will lower them to workings. Anaconda has 20 mines in operation, employs 5,500 miners.



NEW HOSPITAL, costing \$3.5 million and donated by the company, nears completion. Despite better ventilation some miners still suffer from silicosis.



IN EMPLOYEES' CLUB, provided by Anaconda, its Western General Counsel, R. H. Glover, bowls against "Tiny" McLaughlin (left) of miners' union.

Nothing like it on the road!



The new front appearance will delight you! So simple, so balanced, so graceful!



Sweeping new look to set the style pace!



New 1951
MERCURY with **MERC-O-MATIC** Drive

YOUR first look will tell you that the 1951 Mercury is a car brimming over with eye-filling features: new styling, new interiors, new trim.

Your first *drive* will tell you that here is an automobile with everything: honeyed smoothness, family comfort, safety, and economy.

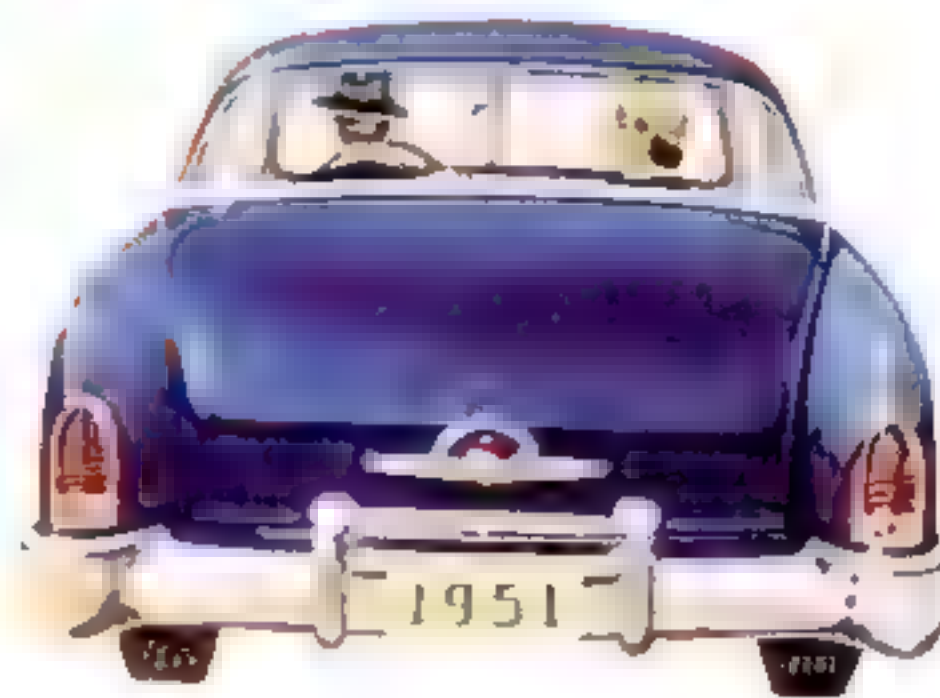
And the 1951 Mercury offers you Merc-O-Matic—the smoother, simpler, more efficient automatic transmission developed and built exclusively for

Ford Motor Company by Ford and Borg-Warner engineers.

In fact, with Mercury for 1951 you have a *triple* choice for “the drive of your life”—new Merc-O-Matic Drive and thrifty Touch-O-Matic Overdrive are optional at extra cost, and in addition there’s the silent-ease synchronized standard transmission.

Get the complete story today from your Mercury dealer.

MERCURY DIVISION • FORD MOTOR COMPANY



New rear window—over 1000 square inches for safer visibility!

This Christmas...

Give her a

new sentiment

You can make this Christmas her happiest ever! Decide now to choose the gift she has always wanted... the gift that, more than any other, says "I love you." Now she'll cherish the lasting beauty of a Lane—and how delighted she'll be, too, with its practical features! Extra storage, extra seating, and guaranteed moth protection. Remember, Lane is

MOTHERS AND FATHERS—A happy future will come to girls who plan ahead. Has your daughter started her Hope Chest? You can choose no more beautiful or practical gift for her than a Lane—this Christmas.



LANE CHRISTMAS SPECIAL NO. 2525—American Walnut chest decorated on ends of front and top with border of New Guinea wood. Includes self-rising Lane tray.

For sale at furniture and department stores



No. C-101 Modern functional Tamed Oak chest set with cedar trays and interior shelves. Ideal for Living Room, Dining Room or Hallway. \$99.50.



No. 3221 Beautifully finished 18th Century Mahogany Hepplewhite design, with full-length drawer. \$79.95.



NO. 2247 Modern styling at its very best. This stunning Lamed Oak Chest combines clean design and practical utility. Patented self-rising Lane tray.

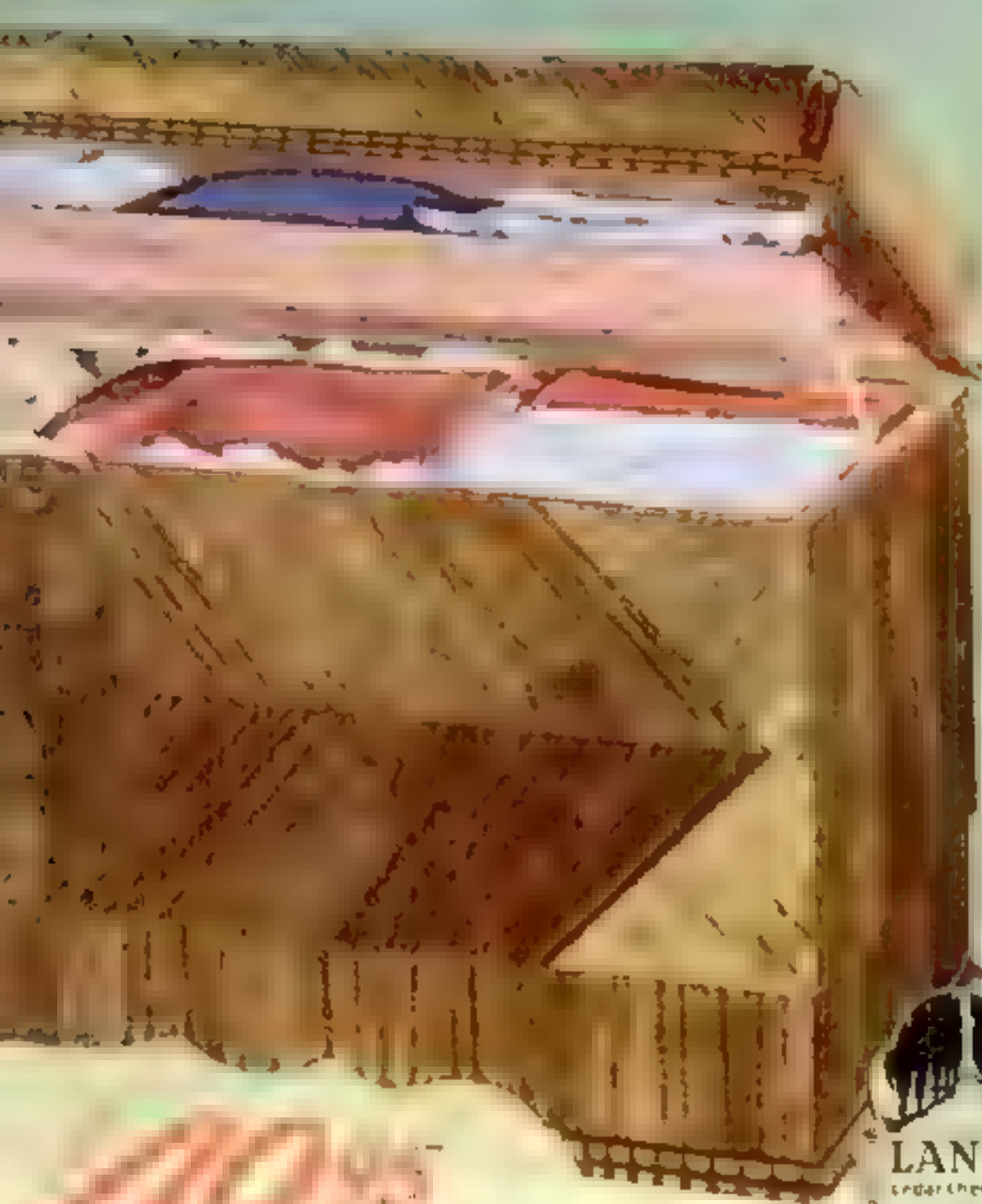
\$49.95

Lane Cedar Chest

is practical, too

the world's only pressure-tested, aroma-tight cedar chest with solid red cedar interior. And there are styles and wood exteriors that harmonize with any type of room. Choose your Lane today!

Is your loved one far away? Send us your money order. We'll arrange delivery through the nearest Lane dealer. THE LANE COMPANY, INC., DEPT. L, ALTAVISTA, VA. In Canada: Knechtels, Ltd., Hanover, Ontario.



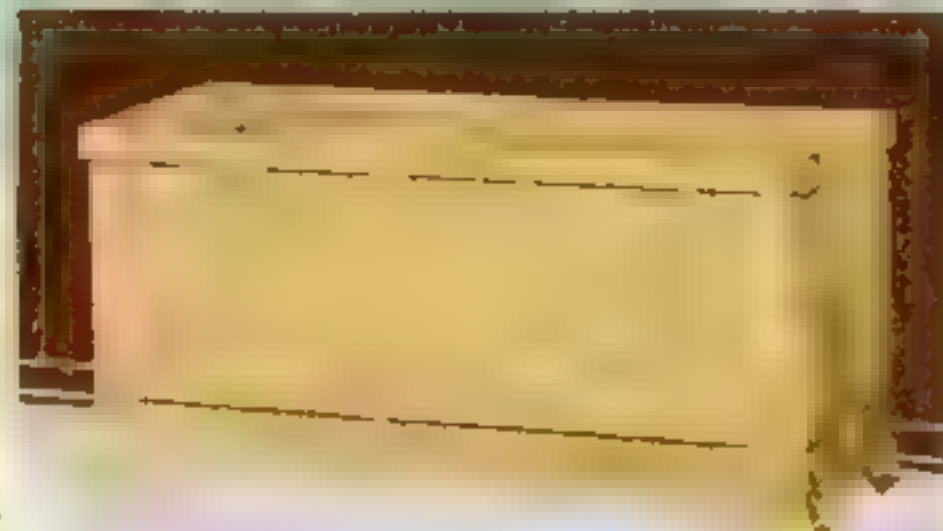
49¢



No. 2333—Decorative waterfall design in figured Avodire, bordered with Zebra wood. Includes Lane tray and recessed lid hinges. \$69.95.



No. 2315—Sleek, modern, functional design in increasingly popular Silver Grey Walnut. With Lane's self-rising removable tray. \$39.95.



No. 2343—A smart design in figured light Avodire. Includes removable tray with locked jewel compartment. \$39.95.



No. 2455—Beautifully polished Chippendale lowboy in Mahogany. Genuine carved claw and ball feet and trim. Drawer in base. \$89.95.



No. 2465—Lovely Hepplewhite design in beautiful hand rubbed Mahogany veneers on solid cedar. Includes Lane tray. \$59.95.



No. 2260—Beautiful Colonial design in genuine Antique Maple. Equipped with Lane's patented self-rising tray. \$39.95.



No. 2446—Modern styling at its best, in richly polished American Walnut. With patented self-rising Lane tray. \$49.95.



No. 2535—Figured American Walnut Chest with Zebra and Paldio hardware. Waterfall design. Removable tray and recessed lid hinges. \$89.95.



No. 2452—Miss America Chest in four finishes: shown in Silver Grey Walnut, Silver Grey Mahogany or Silver Grey Walnut. Drawer in base. \$69.95.

LANE

Cedar HOPE CHEST

THE PRACTICAL LOVE-GIFT



Van Niter pajamas for your Christmas Knight. In blue, green and wine—with stay-on snaps, smooth, roomy and comfy, \$4.95.



Van Chick. Not a stitch in sight on wide-spread collar, cuffs, button-front. Whites or colors, \$3.95. Feathered Jacquard tie, \$1.50.



New Van Gab. Silky-smooth and wears and wears. Completely washable. Exclusive California Lx No model smart with tie, too, \$4.95.



Revolutionary soft collar "won't wrinkle ever!" Van Heusen Century comes with wide-spread or regular collar styles, \$3.95, \$4.95.



Van Heusen Century also comes in colors of blue, tan and grey. Soft "won't wrinkle ever" collar, wide-spread or regular models, \$3.95.

*This Christmas
nobody goes down
the chimney without*

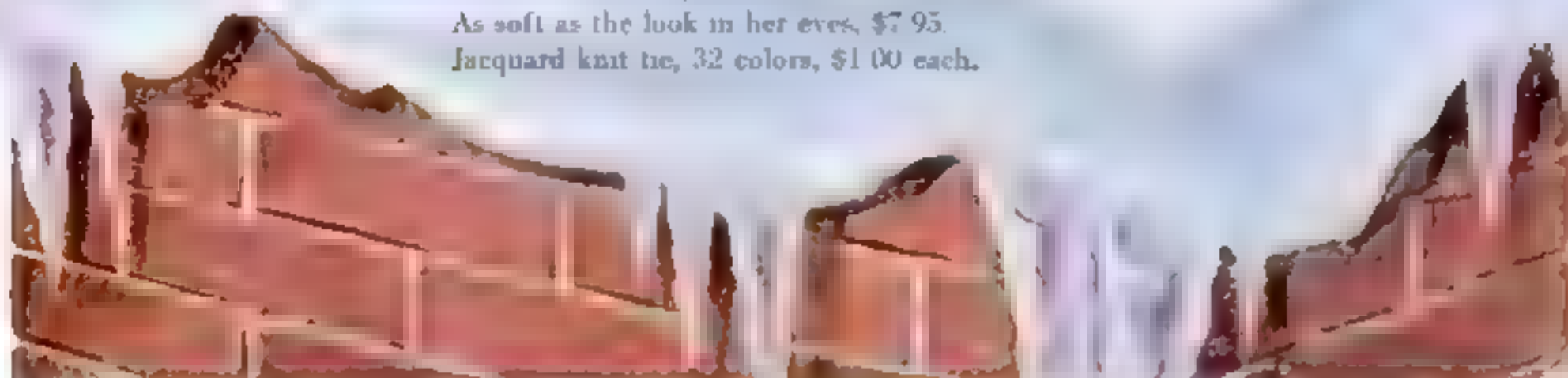
Van Heusen [®]

REG. U. S. P. O.

*shirts ties
pajamas
sport shirts*



As soft as the look in her eyes, \$7.95.
Jacquard knit tie, 32 colors, \$1.00 each.



Ph. Ripa Jones Corp., N. Y. 1,
Makers of Van Heusen Shirts
Sport Shirts • Ties • Pajamas • Collars



JOHNSON AND BOSWELL make their way home during one of their gay evenings in a Thomas Rowlandson caricature done in

1786. The night air was heavy, Boswell noted, and as they marched along Dr. Johnson "grumbled in my ear, 'I smell you in the dark.'"

The Boswell Detective Story

IN AN OLD IRISH CASTLE A PROFESSOR AND A COLONEL
MADE ONE OF THE LITERARY FINDS OF THE CENTURY

by HAMILTON BASSO

THE most talked-about author of the year, despite the noisy intrusion of Ernest Hemingway, may well turn out to be a brilliant, restless, hard-drinking, hard-wenching Scotsman who died more than 150 years ago. His name is James Boswell, already famous as the biographer of England's great 18th Century figure, Samuel Johnson. The book that is causing the stir is *Boswell's London Journal: 1762-1763*, just published by McGraw-Hill. Already applauded by critics from one end of the country to the other as one of the most remarkable achievements in English letters—even more notable, perhaps, than the diary of Samuel Pepys—it is now being brought out for the first time.

The belated appearance of Boswell's journal, of which the volume just issued is but the first instalment, has not been because of neglect or indifference. Until a few years ago it was not known to exist. The story of its discovery, along with a great treasure-trove of other Boswell papers that runs to well over 4,000 items, reads like a piece of

mystery fiction. The chances are, however, that no self-respecting writer of mystery fiction would dare to set it down. There is too much of the improbable and incredible about it. Hung with Gothic trappings—ancient castles, musty attics, old trunks, forgotten rooms—it is peopled by such diverse characters as an Irish lord, an ex-actress, a French shopkeeper, a professor of English at Yale University and a wealthy American whose adventuresome career has encompassed several years of distinguished service in the British army, big-game hunting on the Malay Peninsula and all-night conversations with Lawrence of Arabia.

Like all good mystery stories, the mystery of the Boswell papers begins prosaically enough. The time is 1840; the scene, a street in Boulogne, France. Onto the scene and into the street walks one Major Stone, an Englishman in the employ of the East India Company. What brought the major to Boulogne is not known, nor is it particularly important. It is enough that he was there and that he went into a shop to make a purchase:

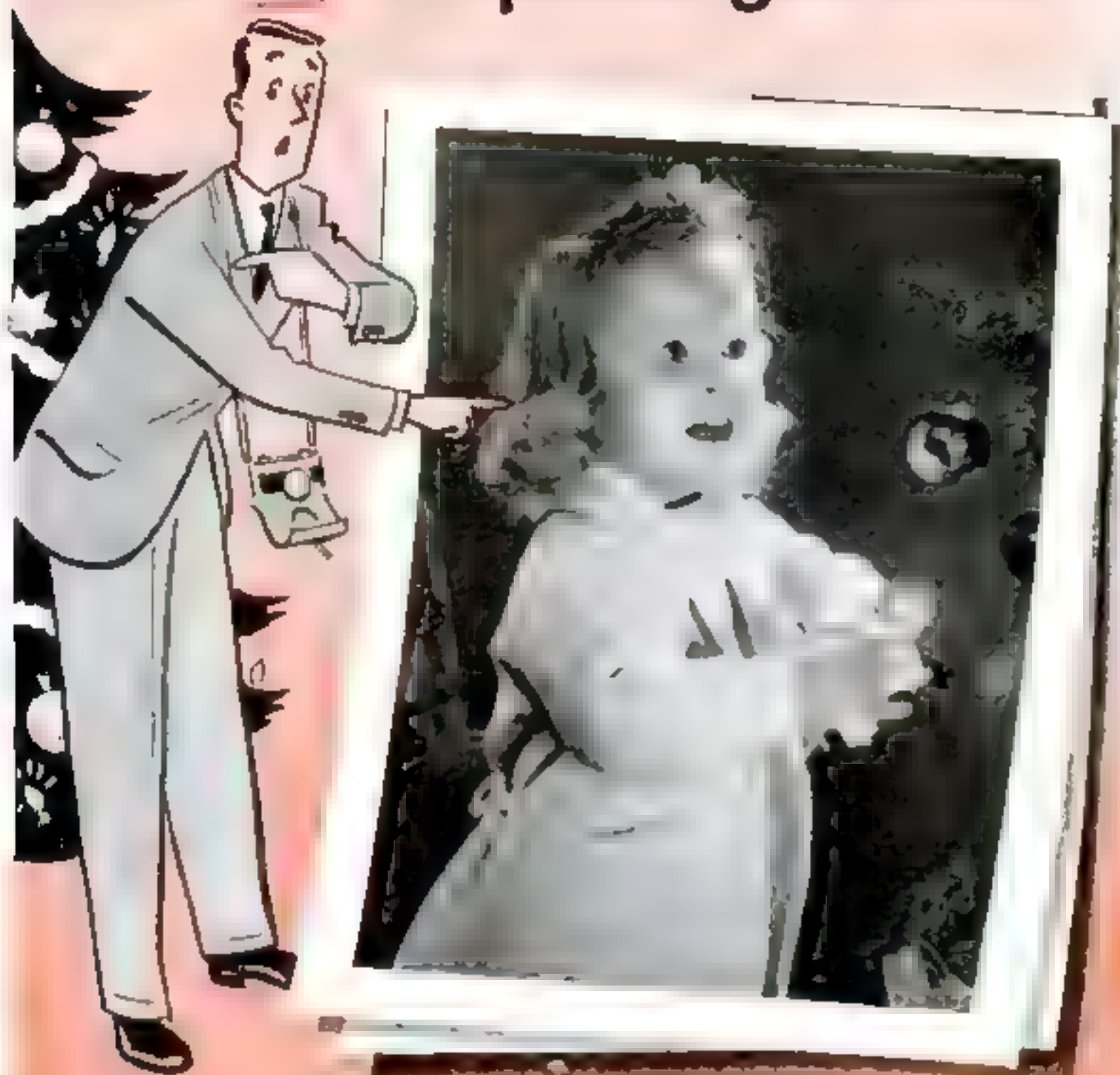
probably a bit of cheese or a slice of sausage. It had to be something small; it also had to be something he was immediately to unwrap.

The keeper of the shop was named Madame Noël. Following the frugal custom of the time, she handed the major his purchase wrapped in an old letter. Soon he was back in her shop again. Did she have any more such letters? he asked. But yes, Madame Noël replied. She had bought quite a number of them from a dealer in old paper.

At this point Major Stone's heart surely missed a beat. A man of trade, he was also a man of learning. Enough learning, in any case, to recognize that letters signed by James Boswell shouldn't be used to wrap slices of sausage in. A short time later, after the interval of haggling that attends all such transactions, Major Stone left the shop in possession of nearly 100 letters bearing the unmistakable signature of James Boswell.

This batch of correspondence, published in 1857, turned out to be the great series of letters—some of the best in the English language—that Boswell had written to his

What!? Me take pictures good as this?



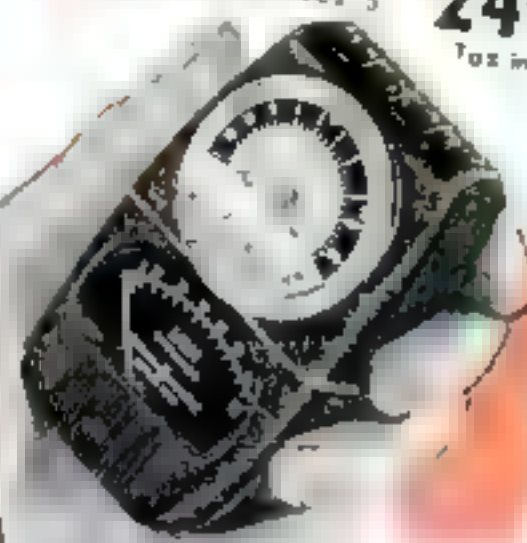
With these Christmas gifts... you'll never miss!

NEW EXPOSURE METERS

The PR-1... your easy way to better pictures... just press set, read... for the right camera setting on every shot. Unique pointer lock... synchronized dial... automatic range shift. Solves virtually every exposure problem "The meter with a MEMORY." **\$32.50***



The DW-68 brings you accurate exposure at a price that means real value. It's 3 meters in one for every exposure need. New easy-to-read dial. At your photo dealer's **\$24.50***



TIMERS

The T-48 for automatic control of enlarger, printer. Full 7-minute range. Frees hands for dodging. Gives uniform prints, over and over. **\$16.95***

Also new T-68 with built-in signal, 40-minute range, for developing and other longer processes... **\$19.95***

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GENERAL ELECTRIC

BOSWELL CONTINUED

good, faithful friend, the Reverend William Temple. How had they got to France? Simply and incredibly enough. William Temple, who had known Boswell since they were schoolboys together, had a daughter named Anne. He also had a high regard for his correspondence. He carefully preserved all the letters he received from Boswell—the first, written in 1758, when Boswell was a boy of 17, the last in 1795 when he was on his deathbed. Temple himself died a year later. His daughter Anne had meantime married a clergyman named Powlett. Mr. Powlett's tastes were geared to a more expensive plane than his income. It came to the point that he had to flee England and go to France to escape his creditors. It would appear that he hastily bundled up his father-in-law's papers (or at least a part of them) and took them with him. Never finding himself in a position to return to England, Mr. Powlett died in 1834. His meager possessions were sold off; even the papers he carried with him from England went on the market. Yet, passing from hand to hand, as they must have done, a major portion of Boswell's letters to Temple managed to survive. It was these, six years after Mr. Powlett's death, that Major Stone found in the shop of Madame Noël.

The publication of Boswell's letters to Temple was an occasion for rejoicing that so much new light had been shed on the intimate character of Boswell. But those scholars who had suspected that

Boswell's notes and letters had been hopelessly scattered to the winds now seemed to have proof positive.

That Boswell had accumulated a vast collection of manuscripts, letters and other papers during his lifetime was well known; that he placed an exceptional value upon them was attested to by his will, in which he named three of his friends as his literary executors—William Temple, Edmond Malone and Sir William Forbes. Boswell's instructions to them, in brief, were to publish anything they found among his papers that they considered worthy of publication. For one reason and another—Sir William Forbes was pretty shocked by some of the things he read—they published nothing. Nevertheless, until 1807, it was still generally assumed that Boswell's archives were intact. In



FAMOUS MEETING PLACE, in which Boswell got himself introduced to Dr. Johnson, May 16, 1763, was Thomas Davies' London bookstore.

that year Edmond Malone, one of the three men named by Boswell as his literary executors, published a new edition of *The Life of Johnson*. In a footnote he remarked that he was unable to verify a certain passage in a letter from Johnson to Boswell. He gave as his reason the fact that the original had been burned in a mass of papers in Scotland.

So it came to be believed that all Boswell's papers that remained in Auchinleck, the family seat in Scotland, had been tossed into the flames. This belief was given further support when another scholar, coming after Malone, wrote that "Boswell's manuscripts were left to the disposal of his family; and it is believed that the whole were immediately destroyed."

Boswell's descendants did nothing to correct the error. For while James Boswell might be a famous man to the rest of the world, he was to his correct, conventional relatives a dreadfully assertive skeleton in the family closet. They found it impossible to look with favor upon an ancestor who had fathered an illegitimate child at 21, who wrenched and wined his way through life even after he married and had a family, and who did not hesitate to commit his every transgression to the pages of his journal. The very thing that gives Boswell's journal its enormous value and vitality—its uninhibited honesty—filled them with dismay. Nor is this hard to understand. Here is James Boswell, age 22, getting involved with an actress named Louisa, one of his many girls:

WEDNESDAY 12 JANUARY. . . . At the appointed hour of eight I went to the Piazzas, where I sauntered up and down for a while in a sort of trembling suspense, I knew not why. At last my charming companion appeared, and I immediately conducted her to a hackney-coach which I had ready waiting, pulled up the blinds, and away we drove to the destined scene of delight. . . .

We supped cheerfully and agreeably and drank a few glasses,

CONTINUED ON PAGE 24

*"You really do get a
softer, shinier, more natural curl!"*

says **MARY
MARTIN**
star of
"South
Pacific"



"I've got 72 reasons for loving my Rayve wave," says Mary Martin. "That's how many curls I put up—72! Yet all these tiny curls brush into big, soft, natural-looking ones. And even with 8 on-stage shampoos a week, they never wash out!" See for yourself what a wonderful wave Rayve gives!

"There is nothing like a Rayve!" says Mary Martin. "Mine just brushes into place!"

"Honestly, my Rayve curls behave as if I grew them myself... that natural!" exclaims Mary Martin.

"Remember after my shampoo on the stage, how I'm back in minutes... dressed for the party? All my wave gets is a few quick licks with a brush! Lucky for me it acts so naturally-curly!"

Mary Martin has probably had ten home permanents to your one. "Because I have to keep my hair so short for those on-stage shampoos," she explains. "But Rayve's lotions are so e-easy on the hair. They leave it so-oft, shiny—every time. There never was a wave so good to your hair!"

Mary Martin's the girl who's tried almost every home permanent there is. Take advantage of all her experience, and get the softest, most natural, the prettiest wave you've ever had with Rayve!



Here is Heller, Mary Martin's blonde, nine-year-old daughter. She's wearing her "bridesmaid's" dress (her term for the yellow organdy she wore as flower-girl at a cousin's wedding). And her soft, shiny, new curls are Rayve-made, like her mother's.



Rayve wave
HOME PERMANENT

Rayve Refill, \$1
(use any plastic curlers)
Complete Rayve Wave kit, \$2
(with 60 plastic curlers)

Money-Back Guarantee! Yes, your money back if you don't agree with Mary Martin that a Rayve Home Permanent gives the softest, most natural wave you've ever had at any price.



Salesman: "I hid my wallet last night, and now I can't find it."
Hotel Maid: "Just between you and me, brother, NEXT TIME CARRY AMERICAN EXPRESS TRAVELERS CHEQUES."

On an overnight trip or a long vacation — whenever you travel — be sure to protect your travel cash with American Express Travelers Cheques. If they are lost or stolen, you get a quick refund. And your signature is the only identification you need to spend them anywhere because American Express Travelers Cheques are the most widely accepted cheques in the world.

Your BANK has American Express Travelers Cheques. Also available at Western Union and Railway Express offices. Only 75¢ per \$100 . . . 40¢ for \$50 or less.

CONVENIENT AS CASH—100% SAFE!

**AMERICAN EXPRESS
TRAVELERS CHEQUES**

MOST WIDELY ACCEPTED CHEQUES IN THE WORLD!



Right, son.

This new Model Bottom-Dump Truck looks and works just like the giant earth-hauling Euclids you see on big construction jobs. Like other Model Toys this authorized reproduction is all-steel, equipped

with famous-make heavy rubber tires. It's sturdy enough to ride on! Detachable tractor can be used to tow other toys. Great fun—in sandbox or year-round playroom!

NOTE TO ST. NICK: Junior's eyes will outshine the Christmas Star when he finds a Model Toy under the tree!

**Model
TOYS** . . . outlast others 3 to 1



AT STORES WHEREVER FINE TOYS ARE SOLD
THE CHAS. WM. DÖPFKE MFG. CO., Inc., ROSSMOYNE 7, OHIO

The debts which I contracted in my Father's lifetime will not be cleared off by me for some years. I therefore think it inconsequential to indulge myself in any expensive article of elegant luxury. But in the mean time, you may die, or I may die, and I should regret much that there should not be at Auchinleck my portrait painted by Sir Joshua Reynolds, with whom I have the felicity of living in social intimacy. I have a proposal to make to you I am for certain to be called to the English bar next February. Will you now do my picture, and the price shall be paid out of the first fees which I receive as a Barrister in Westminster.

your faithful and
affectionate humble servant
James Boswell.

BOSWELL PROPOSITION to Sir Joshua Reynolds was made in this 1785 letter. Anxious to be done by the man he considered the foremost portrait

BOSWELL CONTINUED

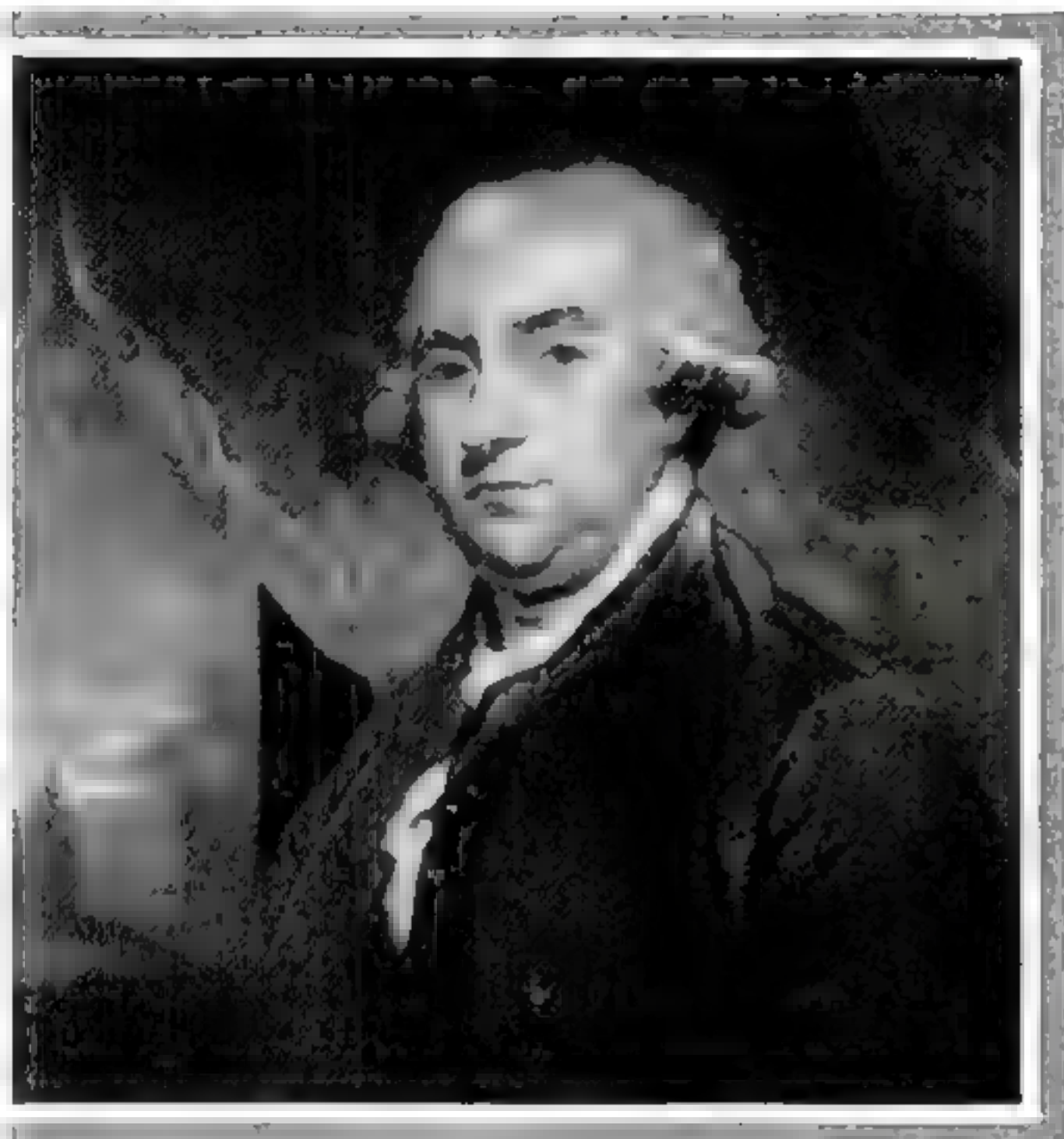
and then the maid came and put the sheets, well aired, upon the bed. I now contemplated my fair prize. Louisa is just twenty-four, of a tall rather than short figure, finely made in person, with a handsome face and an enchanting languish in her eyes. She dresses with taste. She has sense, good humour, and vivacity, and looks quite a woman in genteel life. As I mused on this elevating subject, I could not help being somehow pleasingly confounded that so fine a woman was at this moment in my possession. . . .

In getting his Louisa (who took a certain amount of getting, it might be added), Boswell also got a venereal disease. And this, too, he made part of his journal. "What! thought I, can . . . corruption lodge beneath so fair a form!" Boswell's journal, however, is not merely a scandalous true confession of an 18th Century rake. A mirror of his own life, it also mirrors the life of his time; recording his own history, it vividly records the history of an era. Standing between the poles of Pepys and Rousseau, as Professor Frederick A. Pottle says in his introduction to the volume that has just come from the press, Boswell's journal is almost unique. "Boswell," says Professor Pottle, "approaches the secret places of his own heart and mind with the detachment, the candour and the responsibility of a historian. Not a mere chronicler, but a historian of the older school, a historian who considers history a branch of literature."

Boswell's descendants, however, took a less elevated view. Unable to keep him out of the world's mind, they did what they could to keep him out of their own sight. They particularly disapproved of Boswell's association with Doctor Johnson. They felt that the relation had placed their ancestor in an unfavorable light. They were understandably wounded when Thomas Babington Macaulay, in a particularly harsh essay, called him a bigot, a toady, a tale-bearer, an eavesdropper and the laughingstock of all the taverns and coffeehouses of London. The less they heard about Doctor Samuel Johnson, the better they liked it. "I have observed," wrote Sir Walter Scott of Boswell's son, Sir Alexander Boswell, "that he disliked any allusion to the Life or to Johnson himself, and I have heard that Johnson's fine portrait by Sir Joshua [Reynolds] was sent upstairs out of the sitting apartments at Auchinleck."

Sir Alexander's prejudices were inherited by those who came after him. Over a period of time various scholars sought permission from Boswell's descendants to visit Auchinleck. All were refused. So by the turn of the century, when more than 100 years had passed and no trace of Boswell's papers were uncovered, the legend of their destruction was almost universally accepted as fact.

But at this point a new figure came into the case. Boswell may have been a rather unsympathetic character to his own countrymen, but he had found a host of ardent enthusiasts in the U.S. Fore-



painter of the time, Boswell asked if he could pay later. Sir Joshua agreed and did the portrait above. Finally, in 1791, he made Boswell a "present" of it.

most among these was Professor Chauncey Brewster Tinker of Yale University. Professor Tinker, now in his mid-70s, is a tall, thin, mild-spoken man with a crew haircut, a fondness for broiled chicken and apple pie, a passion for collecting, a reputation as one of the most beloved professors ever to hold forth at Yale and a fervent conviction that James Boswell was one of the greatest writers ever produced by the English-speaking world. Now retired and enshrined as Keeper of Rare Books at Yale—an enshrinement that sometimes gives him the shivers—Professor Tinker once taught "The Age of Johnson," a course that was one of the most esteemed in his university's curriculum. But it was Boswell, not Johnson, who occupied the forefront of his attention. Professor Tinker (naturally known as "Tink") lectured about Boswell, studied about Boswell and wrote about Boswell. In 1922 he published a number of his essays under the title of *Young Boswell*. The book was the best appreciation and the most understanding treatment that Doctor Johnson's biographer had ever had. A new Boswell appeared; one whose worth and importance was equal, if not superior, to that of the eminent Doctor.

Letter to London

YOUNG BOSWELL," however, was in the nature of a by-product. Professor Tinker's major interest was the location and publication of Boswell's letters. And it was through this interest and these letters that he stepped out of the world of scholarship into the role of literary detective. Boswell's letters to Temple—the ones that Major Stone had found in the shop of Madame Noël—had finally come to harbor in the great library built up by J. Pierpont Morgan in New York. Working over this correspondence in the early part of 1920, Professor Tinker came across a letter addressed to one of Boswell's daughters, a young lady named Euphemia. It had been written in 1807 by Edmond Malone, the same Malone who had been named by Boswell as one of his literary executors and who in 1807 had published his edition of *The Life of Johnson* with the footnote about the papers' having been burned in a fire. But it was plain from his letter to Euphemia that despite the fire Malone believed all Boswell's important papers were still at Auchinleck.

Professor Tinker, like any alert, up-and-coming detective, decided to follow up the lead. His first move was to write a letter to *The Times* of London explaining that he was planning an edition of Boswell's letters and asking owners of any such letters to communicate with him. His letter was published in the *Times Literary Supplement* for July 29, 1920. Almost immediately he received two replies. One, in the best tradition of detective stories, was anonymous; "Try Malahide Castle," it said. The other, written on a postcard with a Dublin postmark, bore an illegible signature. But there was nothing illegible about its message. "The last representative of Boswell and owner of Auchinleck is Honble. James Talbot, Malahide

CONTINUED ON NEXT PAGE

ME TOO!



For a Sturdy, Bright-Eyed Pet— "COMPLETE DINNER" Gro-Pup!

SO COMPLETE YOU NEED ADD NO MEAT!



GRO-PUP IS PACKED WITH NOURISHMENT! It's so complete that no other food need be added! Those crisp, hearty ribbons provide *protein* aplenty for well-muscled bodies . . . *quick-energy fuel foods* . . . every essential *vitamin* and *mineral*!

SAVE UP TO \$1.00 A WEEK! Yes, you save plenty serving Gro-Pup—up to 40% over most canned dog foods. And it is the *fastest, easiest* way to feed your dog right. No mixing, no can openers, no refrigeration.



GRO-PUP IS THE FIRST dry dog food to be awarded this seal of approval as a *Complete Food*!

FOR DOGS OF ALL AGES, SIZES AND BREEDS GREAT FOR CATS TOO!



"I just ate a \$10,000 cooky!"

You can make this \$10,000 prize-winning cooky right in your own kitchen! It's Pillsbury's Starlight Mint Surprise Cooky. It has a heart! This heart is a Rockwood Mint Chocolate Wafer — hidden from sight 'til you take the first bite! Make a batch and pamper that family of yours with these exciting cookies. How about today?

How to get your copy of this wonderful recipe:

Buy a large package of Rockwood Mint Chocolate Wafers and a bag of Pillsbury's Best Enriched Flour. You'll find the Starlight Mint Surprise Cooky recipe in both packages.

the cooky
with a heart—
a heart of
chocolate



for chocolate that's GOOD
Say **ROCKWOOD**

BOSWELL CONTINUED

Castle, Co. Dublin. He has lately imported here an escritoire of Boswell's which is full of letters, so far uncatalogued." The effect of this information upon Professor Tinker is best described by one of his colleagues: "Maybe he slept at night, but I doubt it."

Sleepless or not, Professor Tinker continued on the trail. Going to *Burke's Peerage*, the who's who of British nobility, he learned that the Honble. James Talbot, Malahide Castle, Co. Dublin, was none other than Lord Talbot, the great-great-grandson of James Boswell and his direct heir. Professor Tinker wrote to him at once. "I am very sorry I am unable to give you any letters of James Boswell for publication," Lord Talbot replied. "I regret I cannot meet your views in this respect."

The letter could be read two ways—one, that Lord Talbot had no letters, or, two, that he had some but was unwilling to release them for publication. Stymied and unsatisfied, Professor Tinker determined to get into Malahide Castle and see what he could find on his own. Mystery-story addicts have every right at this point to expect him to apply to Lord Talbot for a position as gardener, coachman or butler, or else to insinuate his way into Malahide by expressing a passionate interest in early Gothic architecture, Irish folklore or the songbirds of Dublin County. He gave the old formula a new twist by staying right in character. In 1925 he went to Ireland and arranged, through friends, to get himself invited to Malahide. On the afternoon of June 30, 1925 he went there to tea. He left feeling that his lifework lay in ruins. It seemed quite unimportant, so black was his melancholy, that he had solved a century-old mystery and made one of the most significant literary discoveries of modern times.

The ebony cabinet

MALAHIDE CASTLE, to which Professor Tinker had been invited to tea, is an ancient, ivy-covered stone pile that stands nine miles north of Dublin, close to the town of Malahide, a small seaside resort on an inlet of the Irish Sea. Once besieged and possibly lived in for a time by Cromwell, it has a ghost, graveyard, several suits of armor and a great ebony cabinet. It was this cabinet that Professor Tinker, after tea, was invited to view; it was the contents of one of its drawers that plunged him into such desperate gloom.

The tea party, as Professor Tinker remembers it, had been rather constrained. As a gift to Lord Talbot and his lady—"a propitiatory offering," Professor Tinker calls it—he brought along a copy of his edition of *Boswell Letters*, published the year before. The gift "served only to increase the natural suspicions of my intentions," Professor Tinker recalls.

Lord Talbot, throughout the sessions, appeared rather bored. A tall, gentle, extremely shy man, his notion of the finest work of God was an Irish Thoroughbred. His colors were shown on tracks throughout Ireland and England. He left most of the talking to his wife. Lady Talbot, a former actress, in time came to the point. Admitting that she and her husband were in possession of various Boswell papers, she let it be known that they were both completely opposed to their publication. On this score she was adamant. "I think I should tell you, Mr. Tinker," she said, "that we intend to protect ourselves by law."

Professor Tinker must have looked more cast down than he knew. Lord Talbot sensed his unhappiness. "But can't Mr. Tinker at least see the papers?" he asked. Lady Talbot saw no reason why he should not. The company rose and entered the Oak Room. Lord Talbot indicated the ebony cabinet, and Lady Talbot pulled open one of the drawers. It was stuffed with manuscripts. Professor Tinker was allowed to handle some of them—letters from Boswell to his son Sandy, some manuscript sheets of *The Life of Johnson* and a number of volumes of a journal in Boswell's hand. Lady Talbot made it plain that he should not get his hopes up. "After all," Professor Tinker says, "there was no reason for her to be particularly well-disposed to an American who arrived wishing to know the nature and extent of the family papers." But he was not nearly so cool-headed at the time. The more he examined the manuscripts, the more he realized that all that had been said and written about Boswell—all that he had said and written—must now be revised. "The mere existence of those treasures," he says, "made my edition of the *Letters* seem passé. It was the greatest crisis of my life. I had never faced anything like it, and never will again. I felt like Sinbad the Sailor looking down into the Valley of Rubies—knowing, like him, that all that treasure was hopelessly beyond my reach."

The core of the secret, however, had now been penetrated. Professor Tinker had done his job as detective. But where was the sheriff with the handcuffs?

The first aspirant to the office was Dr. A. S. W. Rosenbach, the famous American collector and book dealer. As soon as he heard the

CONTINUED ON PAGE 10

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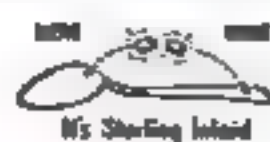
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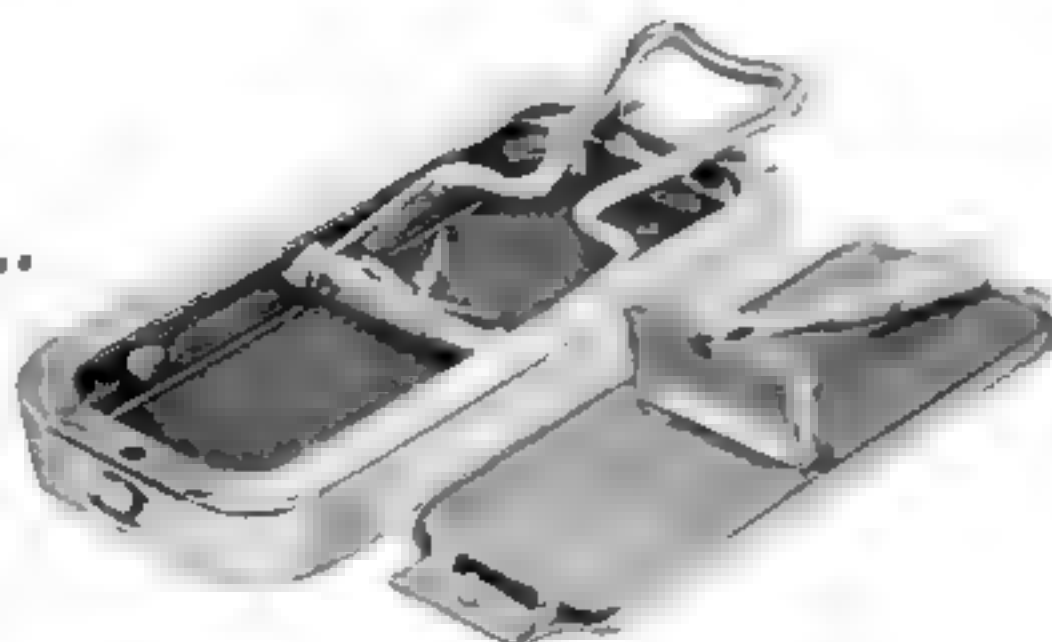


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LORD AND LADY TALBOT were married in 1924 when he was 50, she 30. Lady Talbot, an ex-actress, moved out of Malahide Castle when new heir, cousin Milo John Reginald Talbot, moved in.

BOSWELL CONTINUED

news, he sent a cable to Lord Talbot offering to exchange \$250,000 for the papers, sight unseen. The story goes in Dublin that Lord Talbot went to the American Consulate carrying the cablegram as one might carry a soiled handkerchief. "Who," he asked, "is this person? I would appreciate your asking him not to correspond with me. We have not been introduced."

After another American collector failed to interest Lord Talbot in selling the papers, it began to be plain that no ordinary sheriff was going to snap the handcuffs. But then there appeared a third applicant, Lieut. Colonel Ralph H. Isham. A tall, thin, erect, blustery man who has just turned 60, he has the air, manner and mustache of a retired officer of the British army. He comes by them naturally. The son of a former president and principal owner of the Marietta, Columbus & Cleveland Railroad, Colonel Isham enlisted in the British army in 1916. By the end of World War I he had been decorated Commander of the Order of the British Empire. Having hunted big game in the Malay Peninsula as a young man, Colonel Isham found a comparable excitement in tracking down rare books and manuscripts in his more mature years.

As a Yale freshman he had sat in the class of Professor Samuel B. Hemingway and been introduced to Boswell's *Life of Johnson*. It was the beginning of a lifelong enthusiasm. "Reading Boswell," Colonel Isham said recently, "I found that I was one of the party."



EBONY CABINET that Professor Tinker was allowed to poke through is now empty but still in Malahide Castle's Oak Room. Boswell himself stuffed the letters in the cabinet whenever he returned to Auchinleck. Cabinet was transferred to Malahide in 1917.



MALAHIDE CASTLE is one of the oldest in Ireland. On the grounds is tomb of one Maud Plunket, whose husband was killed on her wedding day, leaving her maid, wife and widow in one day.

Through him, I got to know Johnson and Goldsmith and Reynolds and Burke and Garrick; because of him, I wanted to read their works and get closer to them. Then I became anxious to get early editions of their works—volumes that they themselves might have held in their hands. I first started collecting, in a modest way, when I was a student at Yale. Then, later, when I came into some money, I started putting it into books and manuscripts instead of race horses."

When, then, Colonel Isham set out to acquire the Boswell Papers he had a rather special set of qualifications—interest, background and money. He also had the benefit of a close friendship with Lawrence of Arabia, whom he had known in England. "I decided to proceed along the lines of an Arab proverb that Lawrence once told me," he says. "According to Lawrence, the Arabs hold that the proper way to cross a square is by three sides. It seemed a likely way to proceed."

Sidling along the first side of the square, Colonel Isham instructed his London solicitor to approach Lord Talbot in person and inform him that he, Isham, would like to see the Boswell Papers. Simply see them. No mention was to be made of anything so vulgar as a possible purchase. This was done. Some time later Colonel Isham's solicitor received a letter from Lord Talbot, saying that should the colonel happen to be in the neighborhood of Malahide, he would be happy to receive so distinguished a collector. "I arranged to happen to be in the neighborhood," Colonel Isham confesses, "as soon as transportation could be arranged."

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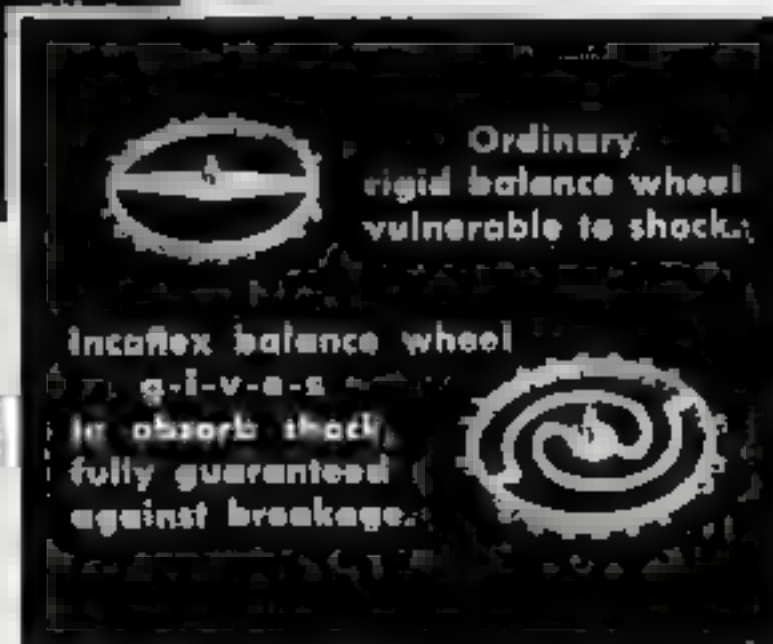
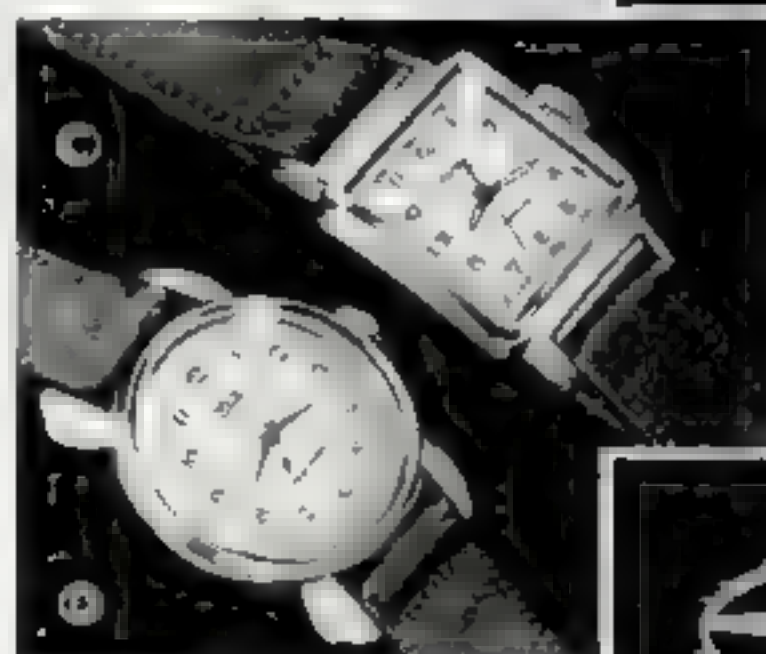
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BOSWELL CONTINUED

Wearing his invisible burnoose, Colonel Isham now navigated the second side of the square. Invited to have tea at Malahide, he was shown the papers. He expressed only his appreciation of their extraordinary literary interest. It was Lady Talbot who first mentioned their possible commercial value. Among the papers that Colonel Isham had seen was a letter to Boswell from Oliver Goldsmith, discussing the opening of *She Stoops To Conquer*. Knowing that Goldsmith letters were extremely rare and realizing that this was the greatest Goldsmith letter known to exist, Colonel Isham had commented on it at length. After the interval demanded by the rules of proper behavior, Lady Talbot asked him what he thought the letter would fetch in the collectors' market—a hundred pounds?

"I think 10 times that, Lady Talbot," Colonel Isham replied.

"Really," said Lady Talbot. "Just that one letter? A thousand pounds?"

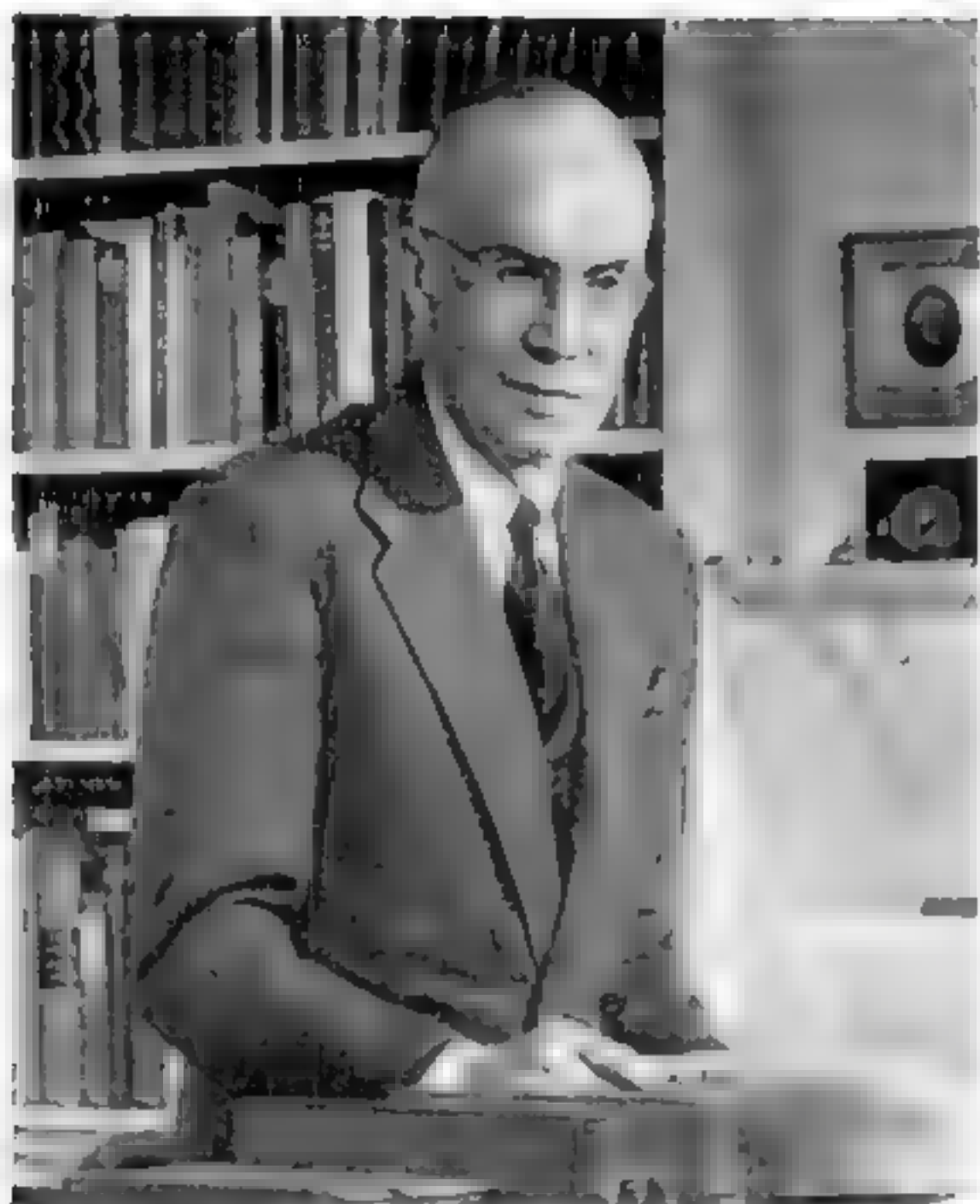
The time came to leave. Colonel Isham expressed his gratitude. He also said that he could not help but admire the Talbots' resolution not to part with the papers; it was a fine thing that they were not tempted to sell them.

"Yes, of course," Lady Talbot said, looking thoughtful. "But you know, Colonel Isham, neither my husband nor I are literary people. We do not get any particular pleasure out of these papers."

"Ah," replied Colonel Isham, "that is perhaps because you have never really read them. I am sure the time will come when you will."

Returning to the U.S., Colonel Isham crossed the third side of the square by simply staying put. Some months after his return he received a letter bearing the Malahide crest. This one was from Lady Talbot. In it, she expressed an interest in Colonel Isham's health and a curiosity to know if he would be willing to purchase the Goldsmith letter for five hundred pounds. Colonel Isham sent off his check for \$2,500 in the next mail. With the check, the handcuffs were on. If one letter was for sale, so were the rest of the Boswell Papers. Sheriff Isham had got his man.

He had also, though he did not know it at the time, got a bear by the tail. Returning to Ireland in 1927, Colonel Isham was invited to stay at Malahide as a guest of the Talbots. There followed several days of discreet, well-bred negotiations which were concluded with the purchase of all the Boswell Papers that were thought to be in the castle. But that was only the beginning. Three years later, in 1930, Lord and Lady Talbot were entertaining over the weekend. Somebody thought it would be nice to play croquet. Rum-maging in a cupboard, the servants came across an old croquet box. Instead of containing balls, wickets and mallets, it was crowded with more Boswell papers. Lady Talbot communicated with Colonel Isham and Colonel Isham wrote another check.



THE SHERIFF was Colonel Ralph Isham. Once referred to in newspaper headline, "BOSWELL PAPERS OR BUST," Isham saved chipping, said recently, "It was nearly Boswell Papers and bust."

Before it was all over, he was to write a number of checks. In 1930, Professor C. C. Abbott of Aberdeen University, England, was at Fettercairn House in Scotland, not far from Aberdeen, searching for material for a life of James Beattie, a minor Scotch philosopher of the 18th Century who was a friend of both Boswell and Johnson. Fettercairn House was the residence of the son of Sir William Forbes, one of Boswell's literary executors. Going through a box in the anteroom of the library, Professor Abbott found a few Boswell letters. Off he went from cellar to attic. In a courtyard were two large wooden chests. In these chests, in cupboards and assorted bundles, Professor Abbott found no less than 1,600 letters, manuscripts and other documents that had once belonged to James Boswell. The theory is that Forbes, as one of Boswell's literary executors, had planned to examine them and had not got around to returning them to Boswell's heirs before he died. A suit to establish the ownership of the papers followed their discovery. It cost Colonel Isham some \$30,000 over and above what he had to pay for the papers when the suit was settled.

Casting up his bank balance, Colonel Isham decided that it might be well to make sure no more of Boswell's papers were kicking around. In 1937, again visiting Malahide, he made a personal search of the premises and uncovered another batch of papers. These were less voluminous than either the ebony-cabinet, croquet-box or Fettercairn finds, but Colonel Isham felt reasonably certain that he had at last herded all the Boswell Papers into one corral.

The old stable

THAT he hadn't goes, by now, without saying. At the outbreak of World War II in 1939, the Malahide village officials began to look for places to store food. Everything with a roof on it was pressed into service. An old stable on the Malahide estate possessed the necessary qualification. It had not been used for years, the stairs to its loft were gone, but it did have a roof. And under the roof, in a dark corner, was a wooden box containing another hoard of the papers that James Boswell used to refer to as his archives. Out came Colonel Isham's checkbook, down plunged his balance. The Boswell Papers were truly wonders, but would wonders never cease?

Finally Colonel Isham was compelled to give the matter some serious thought. Over a period of 23 years from 1926 to 1949, he had tied up the bulk of his fortune in the papers. What had started out as a hobby—albeit an expensive one—had become a luxury that he felt he could no longer afford. In the summer of 1949, with more than a little reluctance, he sold his collection to Yale University for a sum that is generally suspected to be in the neighborhood of \$500,000. The purchase was made possible by a gift to Yale from the Old Dominion Foundation, established by Paul Mellon, and by

CONTINUED ON NEXT PAGE

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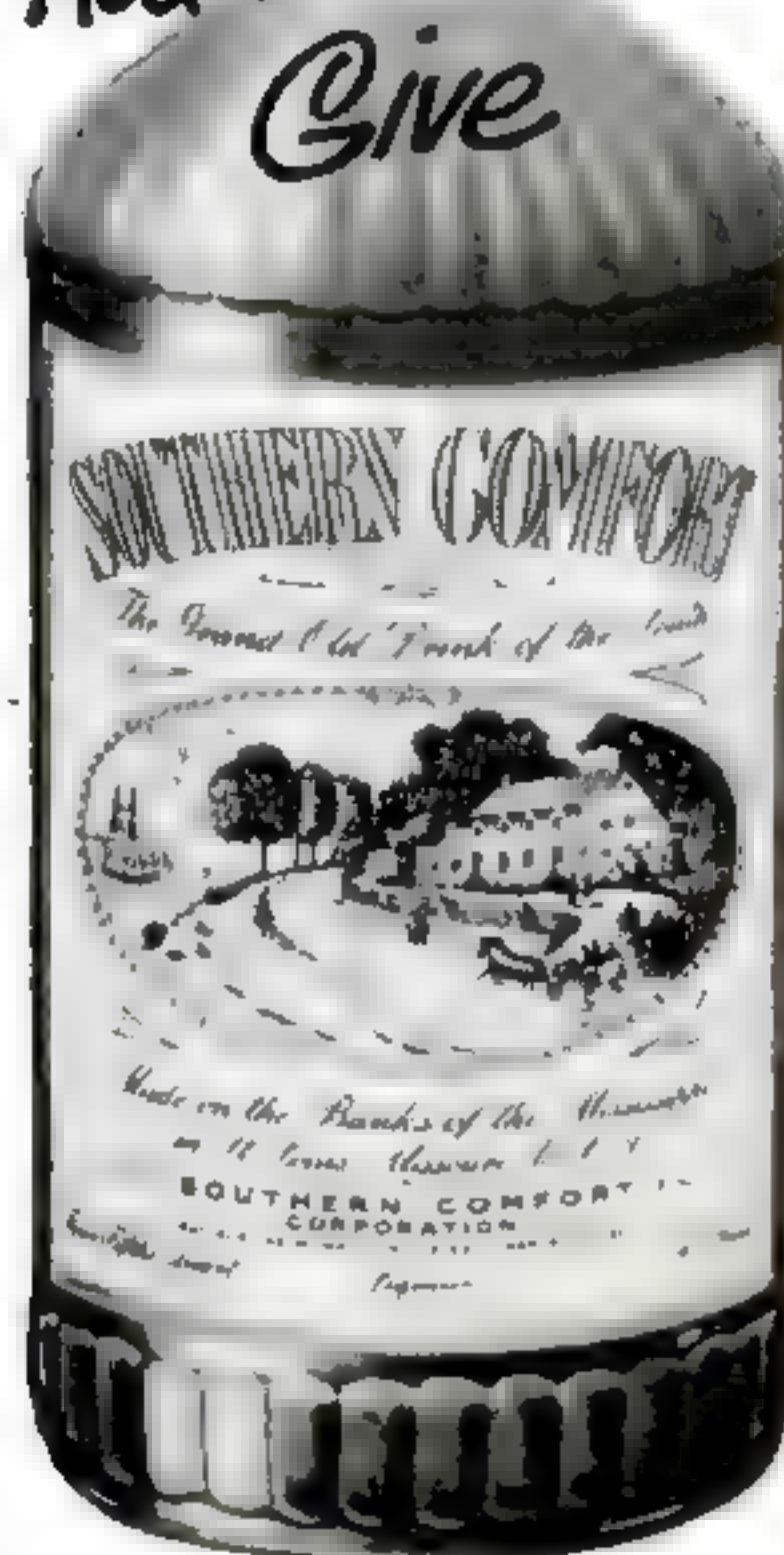
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BOSWELL CONTINUED

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The roundup, however, was not yet over. Colonel Isham had one more purchase to make. Lord Talbot, he of the race horses, died in 1948. His title and castle passed on to the next heir, a cousin who is not a member of the Boswell family. The new Lord Talbot made a thorough search of the castle and came up with a final cache of more than 500 items, running to several thousand pages, that were found in a storeroom containing family papers of other, non-Boswellian periods. These were also acquired by Colonel Isham who in turn sold them to Yale.

The collection is so full of rarities, great and small, that nothing less than full publication can do it justice. Certain of its jewels, however, shine brighter than others. One such is a letter written in 1764 by Boswell to William Temple; in it he describes a visit to Voltaire:

And whence do I now write to you, My Friend? From the Chateau of M. de Voltaire. . . . I returned yesterday to this enchanted castle. The Magician appeared a very little before dinner. But in the evening he came into the drawing room in great spirits. I placed myself by him. I touched the keys in unison with his Imagination. I wish you had heard the Music. He was all Brilliance. He gave me continued flashes of Wit. I got him to speak English which he does in a degree that made me, now and then, start up and cry, "Upon my soul this is astonishing." When he talked our language he was animated with the Soul of a Briton. He had bold flights. He had humour. He had an extravagance; he had a forcible oddity of style that the most comical of our *dramatis Personae* could not have exceeded. He swore bloodily as was the fashion when he was in England. He hum'd a Ballad; He repeated nonsense. Then he talked of our Constitution with a noble enthusiasm. . . . At last we came upon Religion. Then did he rage. The Company went to Supper. M. de Voltaire and I remained in the drawing room with a great Bible before us; and if ever two mortal men disputed with vehemence we did. . . . He stood like an Orator of ancient Rome. Tully was never more agitated than he was. He went too far. His aged frame trembled beneath him. He cried, "O I am very sick; My head turns round," and he let himself gently fall upon an easy chair. He recovered. I resumed our Conversation, but changed the tone. . . . I demanded of him an honest confession of his real sentiments. . . . He expressed his veneration—his love—of the Supreme Being, and his entire resignation to the will of Him who is Allwise. . . . I called to him with emotion, "Are you sincere? are you really sincere?" He answered, "Before God I am." . . . Temple, was not this an interesting scene?

Practically all the papers now at Yale will be published in time; some 40 to 50 volumes are projected. These will include the whole of Boswell's journals, an edition of his voluminous correspondence, a new *Life of Johnson* that will contain many passages that Boswell himself expurgated from the original manuscript, and certain works, hitherto unknown, by Samuel Johnson, Sir Joshua Reynolds and others.

And so ends the story of the mystery of the Boswell Papers. There is, however, a larger and even more interesting tale. More than anything else, James Boswell wanted to impress himself upon the attention of posterity. "His chosen lifework," as Chauncey Tinker has said, "was defeating the forces of oblivion." No man could have won a more impressive victory. The battle is Boswell's hands down.



BRINGING BOSWELL TO YALE, happy librarians, guarded by "campus cops," carry papers into library. Yale legend is that an alumnus, after watching Yale lose a football game, said, "Well, at least we've got the Boswell Papers."

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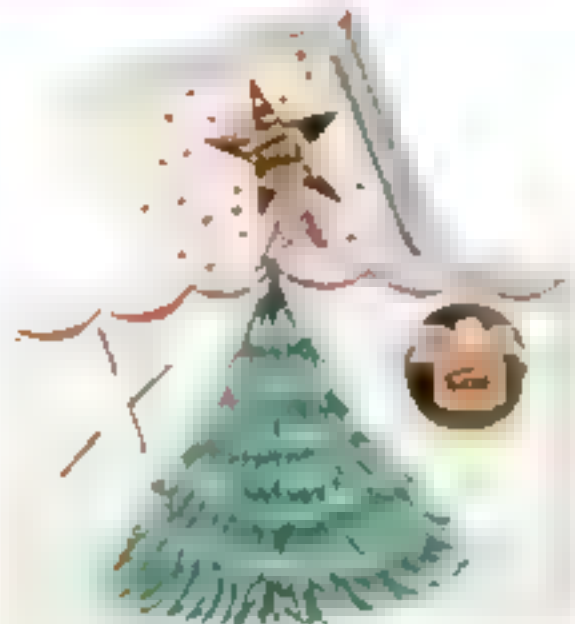
If a DuraPower Mainspring should ever break in service it will be replaced without charge by any Elgin Watch jeweler or the Elgin National Watch Company, Elgin, Ill.

ELGIN





"SANTA TWEED." Gay roly-poly Santa hides a drawer holding 1/2 oz. Tweed Perfume. Makes a spirited Christmas tree decoration, \$5.50



REPLICA CHRISTMAS TREE. A one-dram perfume Replica in gift box with unfolding tree. Tweed, \$2.00; Miracle, \$2.25; Repartee, \$2.50



PURSE FLACON CHRISTMAS TREE. Lovely gift box holds a perfume purse flacon of Tweed, \$2.25; Miracle, \$2.50; Repartee, \$2.75



CHRISTMAS FLORAL DUO. 2-oz. flacons of Bouquet Muguel (Lily of the Valley) and Bouquet Red Rose. In attractive Christmas box, \$1.00



THREE SILENT MESSENGERS. Three 2-oz. flacons of Bouquet Lenthéric, Tweed, Confetti and Shanghai or Miracle. Attractively gift wrapped, \$2.50



DE LUXE 3-PIECE BATH SET....2-oz. flacon of Bouquet Lenthéric, Bath Powder and Sachet. Tweed or Miracle, \$3.50. Repartee, \$4.15



BOUQUET FLACON 3 1/2 oz.—Confetti, Tweed, Miracle, or Shanghai, \$1.25; Dark Brilliance, \$2.50; Anticipation or Repartee, \$1.50. Gift wrapped. **BATH DUO.**... 3 1/2 oz. Bouquet flacon and talcum powder. Tweed, Miracle or Shanghai, \$2.50; Repartee, \$3.00



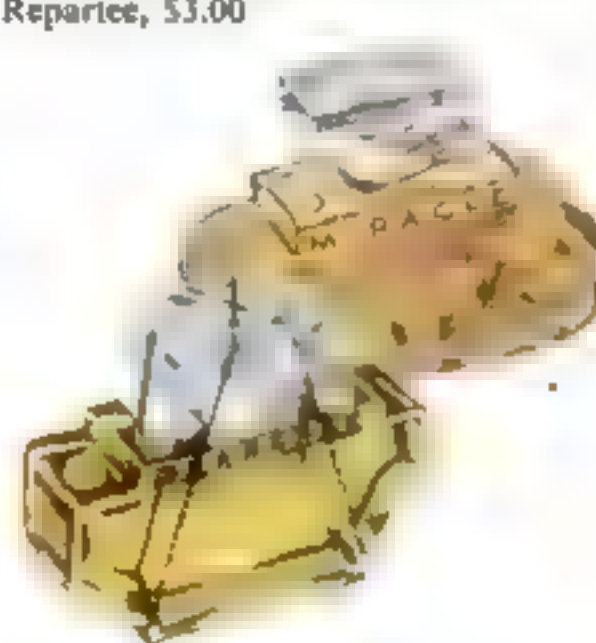
REPARTEE PERFUME (made in France), \$2.50, \$4.50, \$8.50, \$15.00, \$25.00 **BOUQUET REPARTEE DECAPTER.** 4-oz. decanter, \$3.50



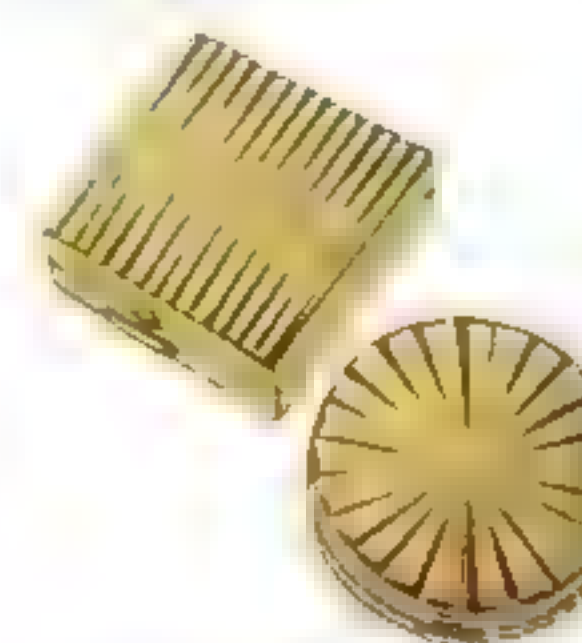
DARK BRILLIANCE PERFUME, a rich, haunting fragrance. Made in Paris. \$3.25, \$5.00, \$5.75, \$15.00, \$30.00,



TWEED PERFUME or CONFETTI PERFUME, \$1.75, \$2.00, \$3.25, \$5.50, \$10.00, \$18.00 **ANTICIPATION PERFUME,** \$2.50, \$15.00, \$35.00



SHANGHAI PERFUME, \$2.00, \$2.25, \$4.00, \$7.00, \$12.50, \$22.00 **MIRACLE PERFUME,** \$2.00, \$2.25, \$4.00, \$7.00, \$12.50, \$22.00



"BACKGAMMON" GOLDTONE COMPACT (single), \$3.95. **TWEED DE LUXE COMPACT** in goldtone case. Powder is pressed in to guard against spilling. \$3.00

All Prices Plus Taxes

... and here's Lenthéric's incredible new



'TOILET ESSENCE'

Lenthéric's exciting new fragrance idea...lasts longer than toilet water, costs less than perfume extract! In cherished Tweed or smart, witty Repartee...\$2.50 for 2 full ounces



PARIS • LONDON • NEW YORK

JIMMY STEWART HITS THE JACKPOT

Pins in a haystack,
little girl blue.
Farewell my love,
I'm off anew.
You can't see me,
but I'll see you.
Pins in a haystack,
little girl blue.

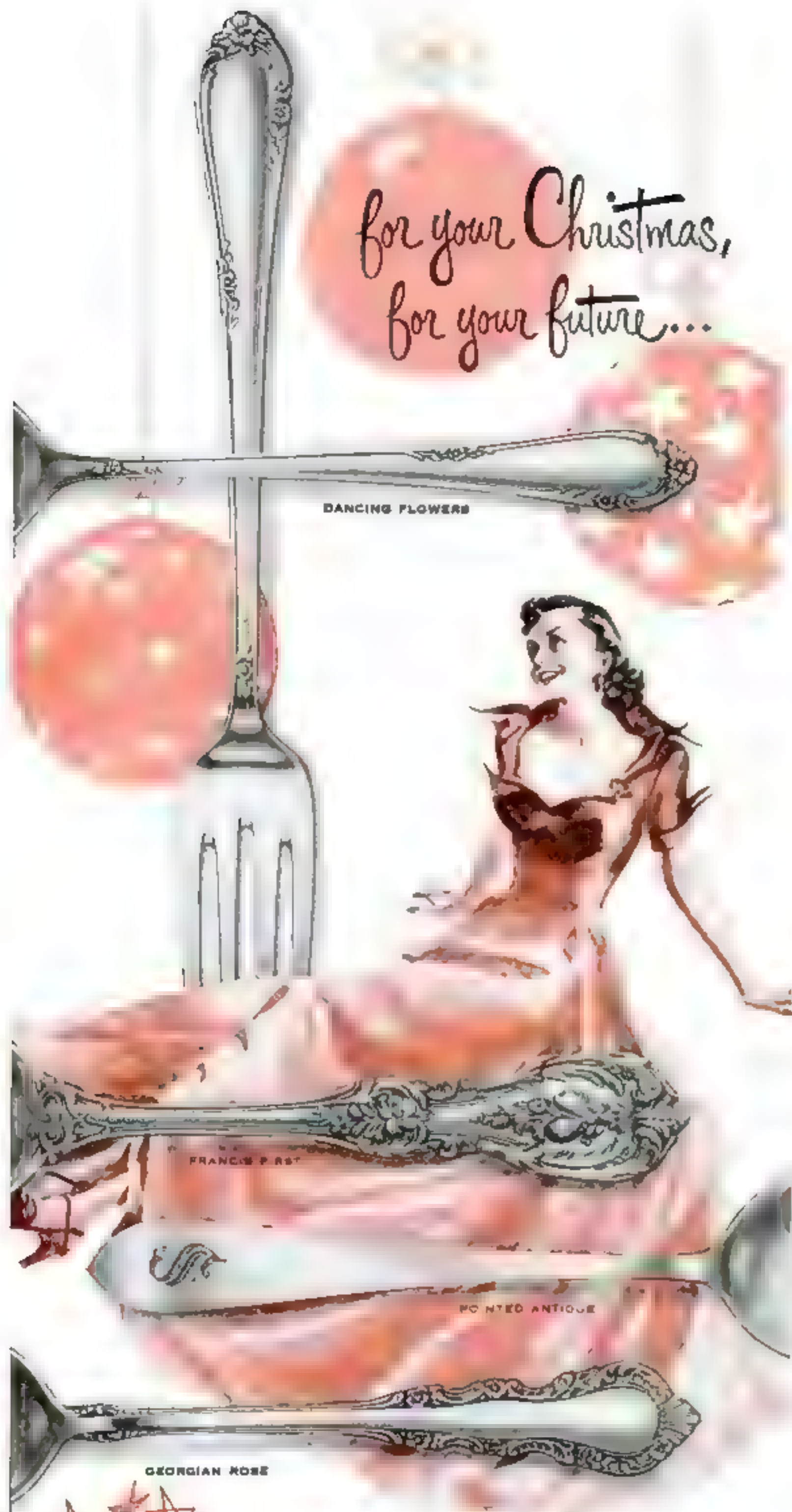
If you can solve a riddle like the identity of the Mystery Husband described in the jungle at left, and if the phone rings, and if there is a radio announcer on the other end of the wire, and if he asks you who the Mystery Husband or the Mystery Somebody is—better hang up right away. A man named James Caffrey was foolish enough to give the correct answer to such a question two years back, and his woes as the winner of a \$24,000 jackpot made a grimly hilarious tale written by John McNulty for *The New Yorker*. In an equally hilarious 20th Century-Fox movie called *The Jackpot*, Jimmy Stewart has to live through the

consequences of knowing who the Mystery Husband is. In his case the ideal of a more abundant life is pushed too far. His cornucopia of prizes—including a dead steer, six ladies' hats, a French maid and 7,500 cans of soup—brings him little but unwelcome visitors (*below*), crushing taxes and menacing encounters with divorce, the police and Old King Alcohol.

The role gives Stewart a chance to re-establish himself as one of our best comic actors. He gets another one in *Harvey* (p. 113). With these roles and his social life (p. 114) Stewart can set 1950 down as a year in which he hit a genuine jackpot.

BLANKET-CLAD JACKPOT-WINNER TRADES SUSPICIOUS LOOKS WITH A LADY WHO IS IN HIS HOUSE TO SHOP FOR ONE OF HIS PRIZES, A FINE FLOWERED HAT





for your Christmas,
for your future....

DANCING FLOWERS

FRANCIS PERST

POINTED ANTIQUE

GEORGIAN ROSE



Holiday thrill, everyday pleasure . . . that's what a gift of Reed & Barton sterling promises. Whether you choose dainty Dancing Flowers — newest of all — or any of the other world-famous Reed & Barton patterns, you'll find timeless beauty and flawless craftsmanship in every shining piece.

REED & BARTON

STERLING MADE BY ONE OF THE WORLD'S LEADING SILVERSMITHS—
ESTABLISHED 1824

6-pc. place settings approximately \$26.75 to \$35, including tax, at leading stores.

Helpful Hostess Hints: For fascinating 52-page booklet, "How To Be A Successful Hostess," send 10c to Box 990 LF, Taunton, Mass.

Stewart's Jackpot CONTINUED



WAITING FOR CALL from jackpot program, Stewart faces two distractions: daughter who wants phone upstairs, son whose head is stuck in bannister.



THE CALL COMES, and down the stairs comes Stewart, leaving his boy still stuck in his unseemly haste to get a crack at the \$24,000 in assorted prizes.



CALL COMES THROUGH and lucky man — revived, consoled, encouraged, but still more dead than alive—at last gives the correct answer: Harry James.

ILLUSTRATION BY JIMMY K. HILL

He still doesn't have the pen he wants most if he doesn't have New Parker "51" with the exclusive Aero-metric Ink System



There's no other like it! Prized by statesmen, authors, engineers—busy men and women everywhere—this is the world's *most-wanted* gift pen. It's sure to displace all other pens your "someone" may already have.

New "51" offers the most brilliant writing advance ever—the *Aero-metric Ink System*. Here is the new, better way to *draw in, store, safeguard, and release* ink.

The new filler is faster, easier. And enough ink to write 17,000 words is held by the new reservoir that lets you see the ink level. Made of Pli-glass, it has a 30-year life expectancy. *This pen contains no rubber parts.*

But when New 51's exclusive Plathanium tip touches paper—comes the brightest revelation! Ink flows instantly. Line follows faultless line... metered out unchangingly by Parker's patented ink flow governor. *And no blotter is needed.* New "51" "writes dry" with Superchrome Ink. *This is writing at its best!* Yet it can use *any* ink.

Of course, there's *far more!* Ask your Parker dealer to tell you *all*. Try this writing magic that is yours to give. See why New "51" makes anyone forget other pens. 8 colors, Lustraloy or gold-filled caps. Pens, from \$13.50. Pen and pencil sets, from \$19.75. The Parker Pen Company, Janesville, Wis., U.S.A.; Toronto, Can.

MORE NEW PARKER PENS, FROM \$3.00

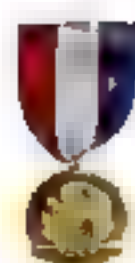
NEW PARKER "51" SPECIAL—\$10.00. Typical "51" features. Super-smooth Octanium point. 4 colors. Lustraloy caps. Handsome gift box. With matching pencil, \$15.00.

NEW PARKER "21"—\$5.00. America's outstanding medium-priced pen. Fine-pen features. Gift boxed. Set, \$8.75.

NEW PARKETTE—\$3.00. Genuine Parker value. Octanium point. 4 colors. In gift box. Pen with pencil, \$5.00.

NEW PARKER MAGNETIX PEN SETS—\$9.75 to \$75.00. For desk or table—in office and home. Onyx, crystal, marble bases.

NOTE: No F.E. tax on pens listed above.



WINNER 1950 FASHION ACADEMY AWARD

World's most wanted pen!



Copyright 1950 by The Parker Pen Company



*This gift in his hand
will keep you in his mind*



New "51" Demi-size, Lustraloy cap, \$13.50. (No F.E. tax)

New "51" Gold-filled cap, \$14.75. (F.E. tax incl.)

New "51" all-Lustraloy "Fleighter" \$19.75. (No F.E. tax)

new Parker "51"

Good reason to cheer this Christmas

OLD TAYLOR can help you add new laurels to your holiday hospitality this year. For this smooth, rich bourbon of top-most choice is now available in a distinctively smart holiday gift package. Give OLD TAYLOR proudly because it will be served proudly. Serve it that way yourself too, because its name spells highest quality to those who know fine bourbon. See your dealer and insist on OLD TAYLOR —today.



Signed, Sealed and Delicious

National Distillers Products Corporation, New York, N. Y.

"HARVEY" IS ANOTHER WINNER

Elwood P. Dowd, that friendly, good-spirited drunk who goes strolling through life with an invisible rabbit named Harvey, has become an established piece of American folklore in the six years since he first appeared on the stage. Jimmy Stewart, who played the role briefly on Broadway, was clearly the man to do it in Hollywood when Universal International turned Mary Chase's play into a movie. With invaluable aid from Josephine Hull, veteran of hundreds of stage performances as Aunt Veta Louise, Stewart gives the film just the quality of dazed but confident good humor it needs to make a fine evening in the moviehouse.



HARVEY IN A BAR is consulted by Elwood about advisability of going to a party while a bystander (left), who has not yet met the beast, stares curiously.




HARVEY AT PARTY is presented to wealthy dowager (center) by Elwood, while his aunt (Josephine Hull, left) and his cousin look at each other in despair.



HARVEY IN AN ASYLUM is temporarily ineffectual as Elwood is taken to a padded cell. But before long the head doctor himself is chatting with Harvey.

CONTINUED ON NEXT PAGE


A Gift for a Lifetime!



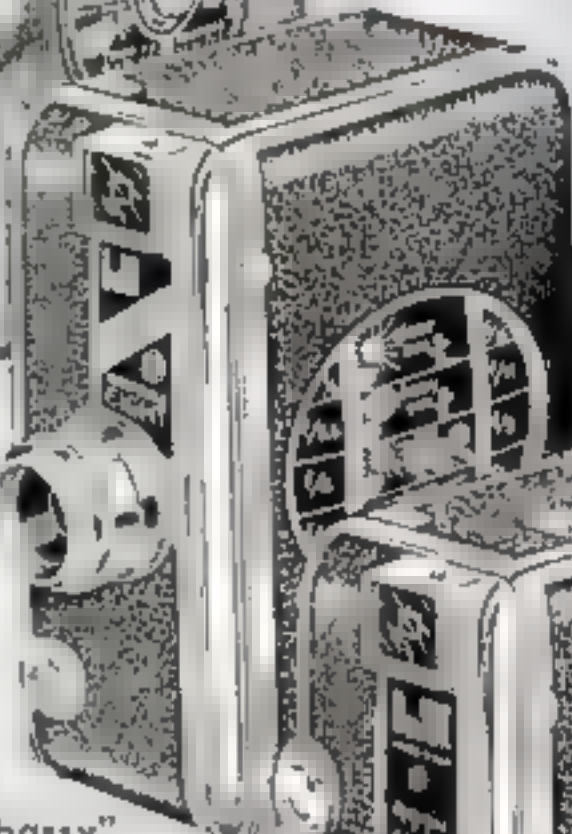
DeJUR

8 mm MOVIE CAMERAS

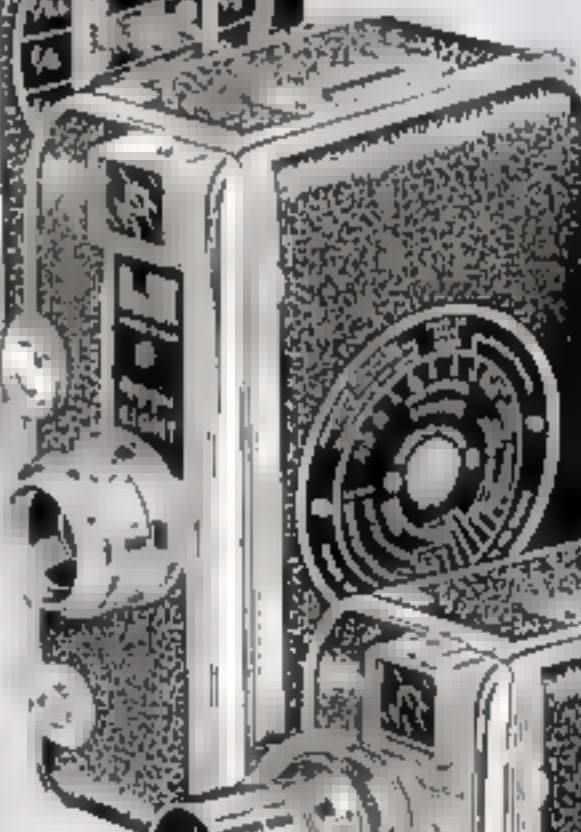
DeJUR has designed every one of its fine movie cameras to provide simplicity in operation and maximum pleasure in movie-making for everyone in the family. Give a DeJUR movie camera and they'll remember this Christmas forever.




DeJUR "Citation"
8 mm roll film movie camera with f/2.5 U. F. Lens—74.50




DeJUR "Embassy"
8 mm magazine movie camera with f/2.5 U. F. Lens—99.50



DeJUR "Fadematic"
8 mm magazine movie camera with f/2.5 U. F. Lens—132.50



DeJUR "Fadematic Turret" 8 mm magazine movie camera with f/2.5 U. F. Lens (telephoto lenses extra)—152.50




DeJUR "750" 8 mm MOVIE PROJECTOR
Easy to thread; reverse and still projection; centralized controls; AC-DC 750 watts. "Fleetwood" carrying case included 144.50

All prices include Federal Tax

DeJUR Cameras, Projectors Photo Equipment are the World's Finest Values

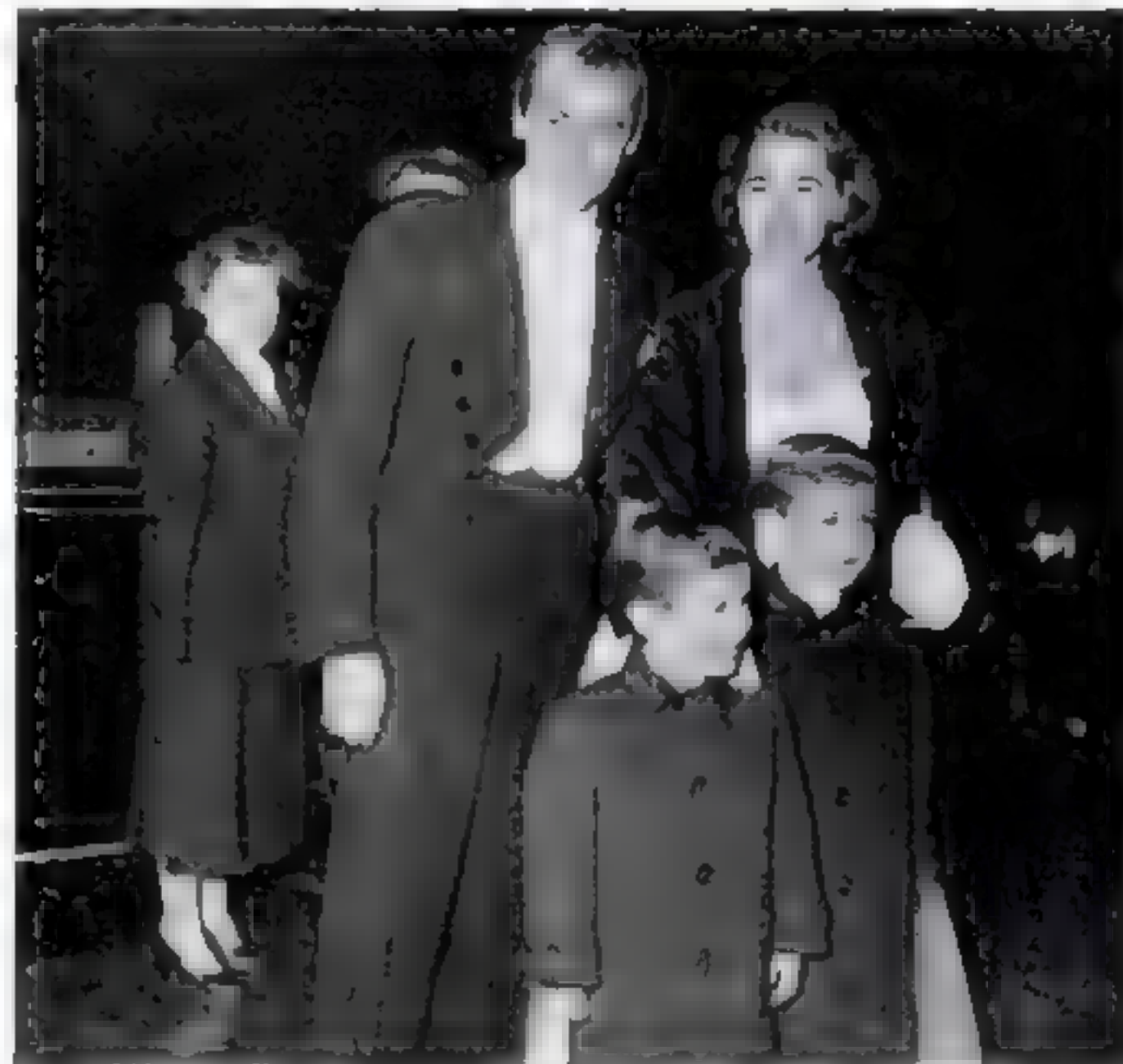
WRITE TO DEPT. 1-10 FOR FREE DESCRIPTIVE BROCHURE



DeJUR

AMSCO CORPORATION
Long Island City, N. Y. • Chicago, Ill. • Beverly Hills, Calif.

ALL THIS AND ROYALTY TOO



AT A COMMAND PERFORMANCE given for royal family in London last month, Stewart arrives with his wife Gloria and her sons Michael and Ronald.



JIMMY MEETS QUEEN following the command performance. He waits to meet other members of the royal family while Gloria Swanson curtsies to queen.



HE CHATS WITH A PRINCESS, Margaret, at the reception. Stewart is at present in England working on a movie, *No Highway*, with Marlene Dietrich.

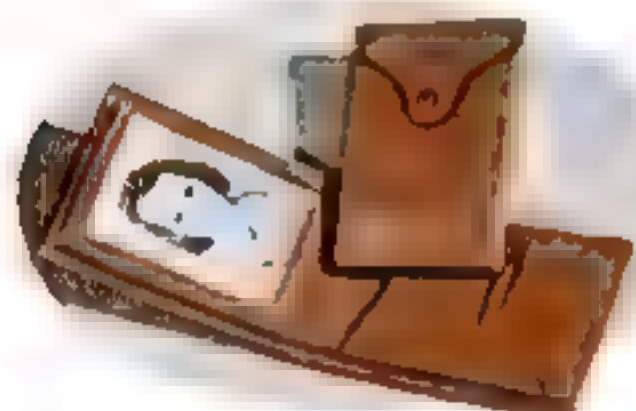


So versatile
—the Buxton
“**CONVERTIBLE**”

Saddle Cowhide
Billfold, \$5 plus tax
Key-Tainer, \$1.75
plus tax



SECRET POCKET keeps big bills safely out of sight . . . in your sturdy, streamlined Buxton Billfold.



HANDY PASS CASE holds photos, cards. Detaches from billfold, neat and complete in its own leather case.



STITCHLESS TO LAST and last . . . one piece of leather self-interlocked. Not a single stitch to rip or rot!

So Safe
—the Buxton
KEY-TAINER*



LOCKED LOOPS . . . keys cannot slip or twist off. Automatic latch releases any key and loop instantly



FREE KEY RETURN SERVICE . . . thousands of lost key cases have been returned by Buxton.

*Trade Mark of Buxton Inc. Reg. U. S. Pat. Off.

The name *Buxton* appears in fine gold script on every Buxton Billfold and Key-Tainer

BUXTON MATCHED SET

BUXTON INC., SPRINGFIELD 1, MASS. • NEW YORK CITY • CHICAGO • LOS ANGELES

Enjoy the King of the Coconut Bars

MOUNDS

*Snowy-White, Tree-Ripened
Coconut With A Deep,
Double-Thick Chocolate
Coating—And Really
Home-Kitchen Fresh!*



**TWICE AS MUCH!
TWICE AS GOOD!
TWICE AS FRESH!**

IT TAKES plenty of *special* things to make a coconut bar the world's ruling favorite . . . and one mouth-watering bite of Peter Paul's MOUNDS shows you that *everything* about our candy is extra good, extra luscious, and *extra special*! The deep, dark, velvety robe of bitter-sweet chocolate that covers our famous coconut center is not only *doubly* thick—but the chocolate is specially blended to our own exclusive recipe! And the center itself is generously filled with lots of special, tree-ripened coconut that's moist and tender—fresh from prize Philippine groves!

• Mounds bars are also specially wrapped for lasting *home-kitchen* freshness. For one dime, you get two great big pieces of the finest candy money can buy. Ask for MOUNDS—king of the coconut bars!

You'll Love ALMOND JOY—Peter Paul's Coconut Bar Crowned With Roasted Almonds And Coated With Mellow Milk Chocolate!



Masterpieces In Candy From The Kitchens Of

PETER PAUL

PETER PAUL, INC., NAUGATUCK, CONN., OAKLAND, CAL., DALLAS, TEX.

Nourishing

PORK

PORK LOIN

PORK CHOPS



MEAT
Serves the Nation
make the most of every pound

In these days when the nation's need for meat is greater than ever, we are really fortunate that America's farmers have ready such a bumper pork supply.

This seasonal increase in pork supplies is already reaching your market. So this is an especially good time to put pork on your shopping list—to really satisfy your

family's appetite for this fine nourishing food that they enjoy so much.

And, as you know, planning menus around meats in best supply is plain common sense if you want your meat dollar to stretch its furthest.

American Meat Institute

Headquarters, Chicago • Members throughout the U. S.



This Seal means that all nutritional statements made in this advertisement are acceptable to the Council on Foods and Nutrition of the American Medical Association.

Outstanding Source of Vitamin B₁

[THIAMINE]

Complete Body-Building Protein, Highly Digestible

Making the most of the Fall Pork Crop is a good way to make the most of America's meat supply



MAKING THE MOST OF THE FALL PORK CROP



Now's the time for juicy pork roasts with dressing, crispy browned chops with gravy, spareribs or hocks with fresh vegetables, savory sausage for breakfast. You always please 'em with pork. And Nature packs this highly digestible food with B vitamins, food iron, food energy—and the *complete*, high-quality kind of protein that makes meat a yardstick of protein foods.

ASK YOUR MEAT MAN ABOUT BEST CUTS IN PORK



This is an especially good time to learn about more cuts. Each time you shop ask your meat-man about the day's best buys. For variety and value, remember pork steaks as well as the center chops. Choose the meaty shoulder butt as well as the more familiar loin roasts. Remember, pork is in good supply.

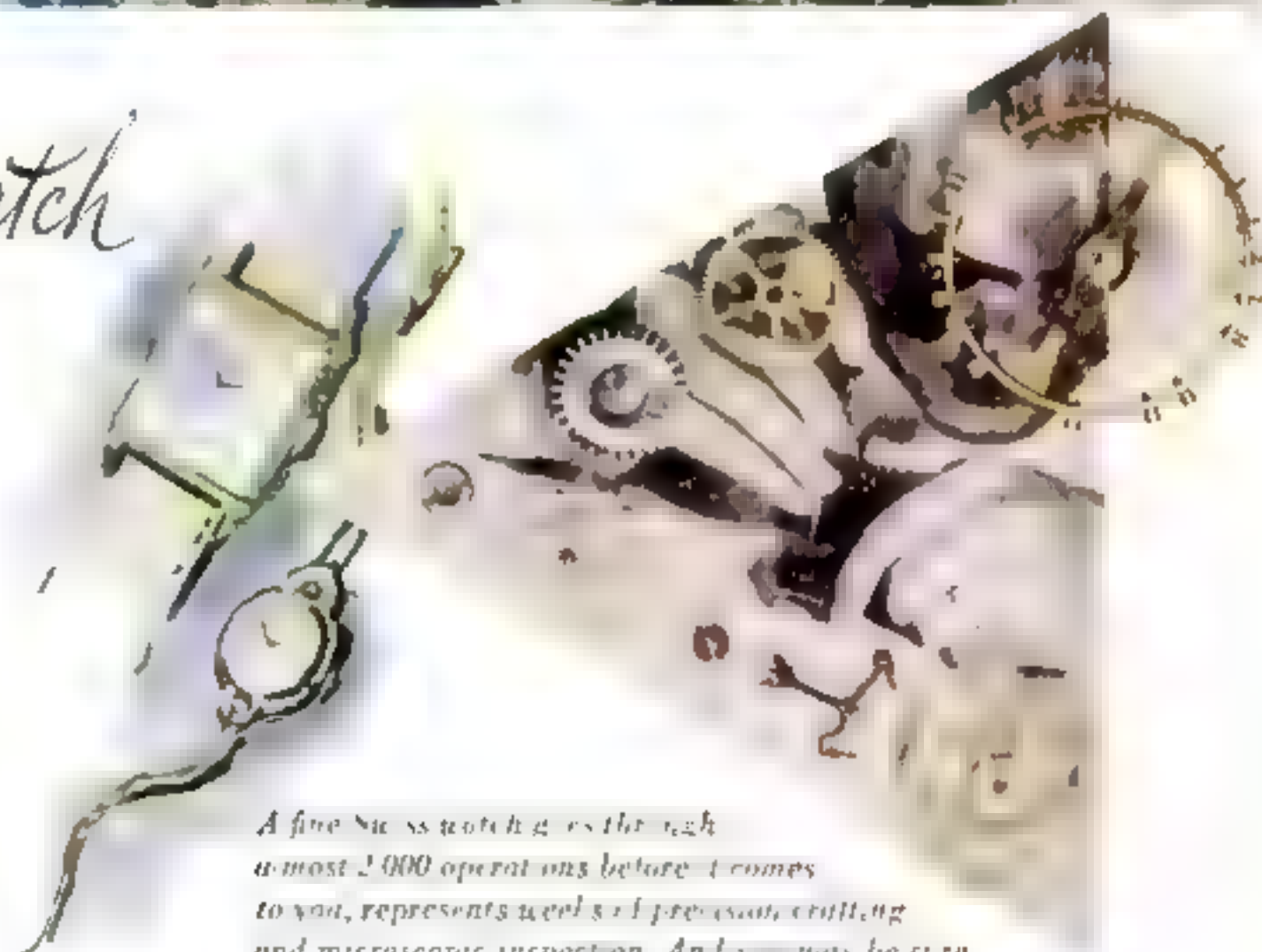
TIME IS THE ART OF THE SWISS



No finer gift than a fine Swiss watch

Measure, if you can, the value of such a gift! A fine watch has reason to be proud of its Swiss origin, of its meticulous workmanship, its unrivalled beauty. For 300 years, Swiss crafts-men, intent on measuring time, have kept *ahead* of time in designing watches. And the fine Swiss watch your jeweler will help you choose is made as though the reputation of Switzerland depended on it alone! For the gifts you'll give with pride, let your jeweler be your guide.

The WATCHMAKERS OF SWITZERLAND



A fine Swiss watch goes through a most 2,000 operations before it comes to you, represents weeks of precision crafting and microscopic inspection. And you may be sure it can always be serviced economically and promptly.



2 Ways To Wear a Skirt

Versatility has become such a fashion fetish that a dress or blouse almost has to change its shape or looks to seem worth a customer's notice. Now that the circle skirt is established, for example *Lark*, Feb. 6, Designer Claire McCordell has come up with an idea that completely revamps its silhouette. One of her new cocktail dresses (\$80) changes from full skirt (*right*) to a hubble with a snap of a hook and eye. This device can be applied to any circle skirt by sewing an eye to the bottom of each side seam, a hook to the top, attaching eye to the hook at other side of waist.



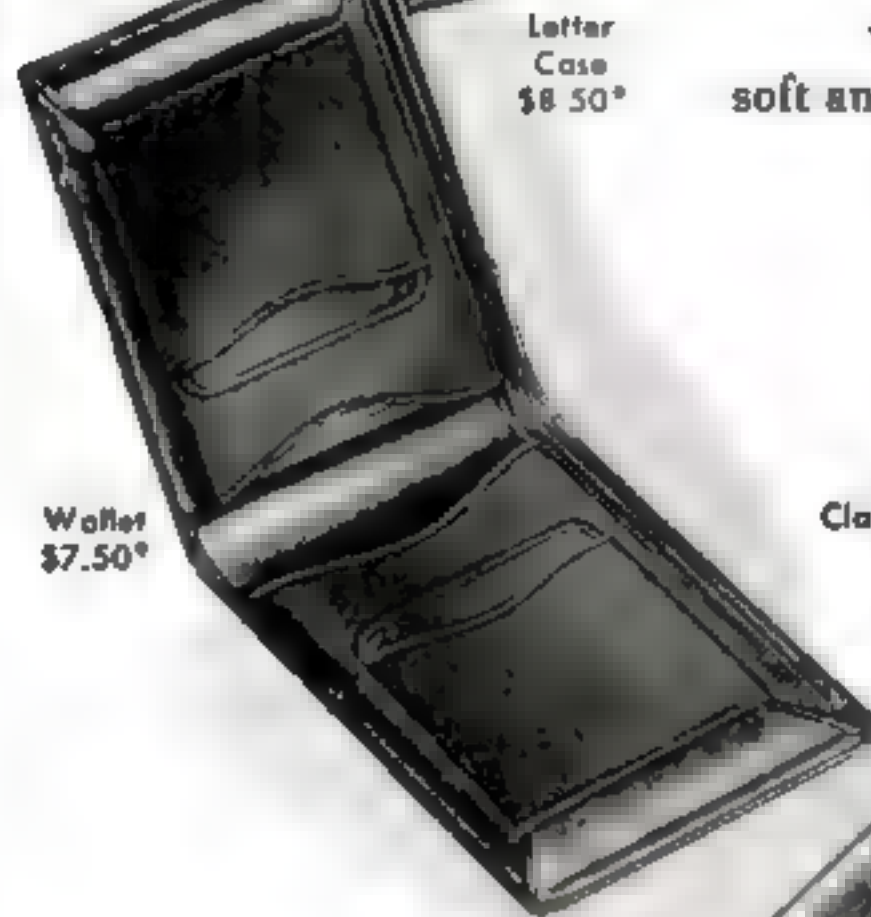
3 Ways To Wear a Top

Halter tops made in linen and cotton, perennial best-sellers in summer, are this year selling almost as well in December as in July. Made in dark jerseys to be worn with separate winter cocktail skirts, simple styles like the one shown above can provide considerable above-the-waist structural variety for only \$5 (Wedgewood Sportswear from Russes). From left to right, the top is worn V-necked and hooked around the neck, or strapless with halter ends wrapped around under the arms, or crossed over the collarbone. **and**

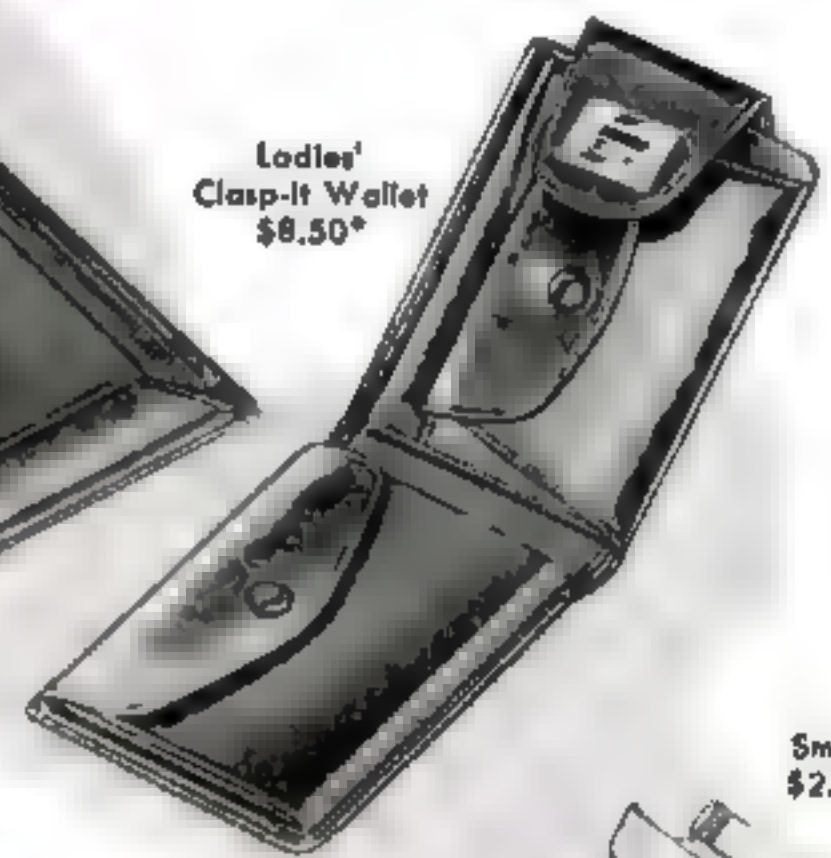
1850 • 100th Anniversary Collection • 1950



Letter Case
\$8.50*



Wallet
\$7.50*



Ladies' Clasp-It Wallet
\$6.50*



Smokit
\$2.50*

Billfolds and key cases, Smokits and letter cases, leatherware of all kinds for all purposes and all occasions. Sensibly priced for smart buying.

C. F. Rumpp & Sons
Philadelphia 6, Pa.



*Plus Tax



Key Case
\$3.75*



6 Ways to Wear a Blouse

This new blouse, copied from a Paris import and shown above in half a dozen versions, has been made in 10 fabrics and many colors (B. Altman,



\$9 to \$15). Depending on the owner's dexterity, it can be clipped, folded or tied with self-material ribbon into high, low or oblique necklines.



A Perfect Picture



"EVERYBODY IN THE WORLD
MUST KNOW OUR
PICTURE, WHITEY!"

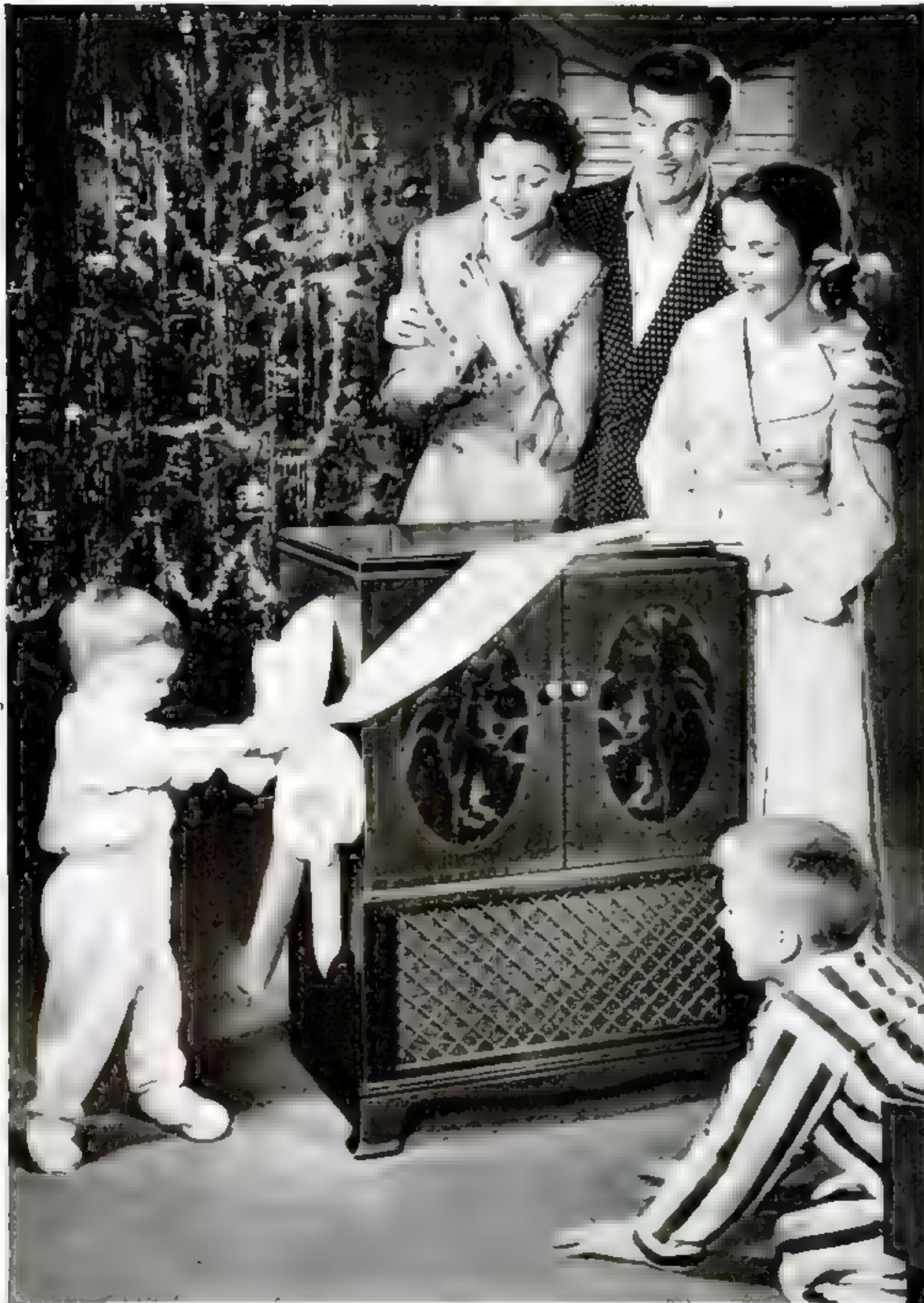
"YES, OUR MILLIONS
OF FRIENDS
ALWAYS LOOK FOR IT.
THEY KNOW
BLACK & WHITE'S QUALITY
AND CHARACTER NEVER
CHANGE."



"BLACK & WHITE"
The Scotch with Character

BLENDING SCOTCH WHISKY 86.8 PROOF
THE FLEISCHMANN DISTILLING CORPORATION, N. Y. • SOLE DISTRIBUTORS

Wait 'til they see...



... what's under the tree!

IT'S RCA VICTOR TELEVISION!

It's Million Proof

—proven in over a million homes

● Take it from Santa, you just can't pick a more exciting gift, a more popular—or a more rewarding one for the *whole family*.

All 18 of the new Million Proof sets are designed from RCA Victor's experience in producing *over a million* television receivers . . . are designed to give you the *best possible reception* wherever you live. The new, extra-powerful RCA Victor television circuits mean picture quality you'll call the finest you've ever seen.

Matter of fact, the only thing that *isn't* "of the highest" about these new RCA Victor sets is the price. Find out at your dealer's how easy it is to own the finest—RCA Victor.

And only when you buy RCA Victor television can you buy the RCA Victor Factory-Service Contract—dependable installation and maintenance by RCA's own Service Company

This RCA Victor Fairfield has a big 16-inch picture tube, built-in antenna and a phonojack for attaching

a record changer like RCA Victor's popular "45." Mahogany, walnut or lined oak finish.



RCA VICTOR
Fairfield

16-inch television in a graceful Traditional cabinet

Watch "Kukla, Fran and Ollie," Monday through Friday at 7:00 p.m. New York time over your NBC station.

WORLD LEADER IN RADIO . . .

FIRST IN RECORDED MUSIC . . .

FIRST IN TELEVISION

RCA VICTOR



DIVISION OF RADIO CORPORATION OF AMERICA



HUNCHED IN A LOG BLIND, A HUNTER AIMS AT A TURKEY LURED INTO RANGE BY YELPING SOUND OF HIS GUIDE'S TURKEY-CALL

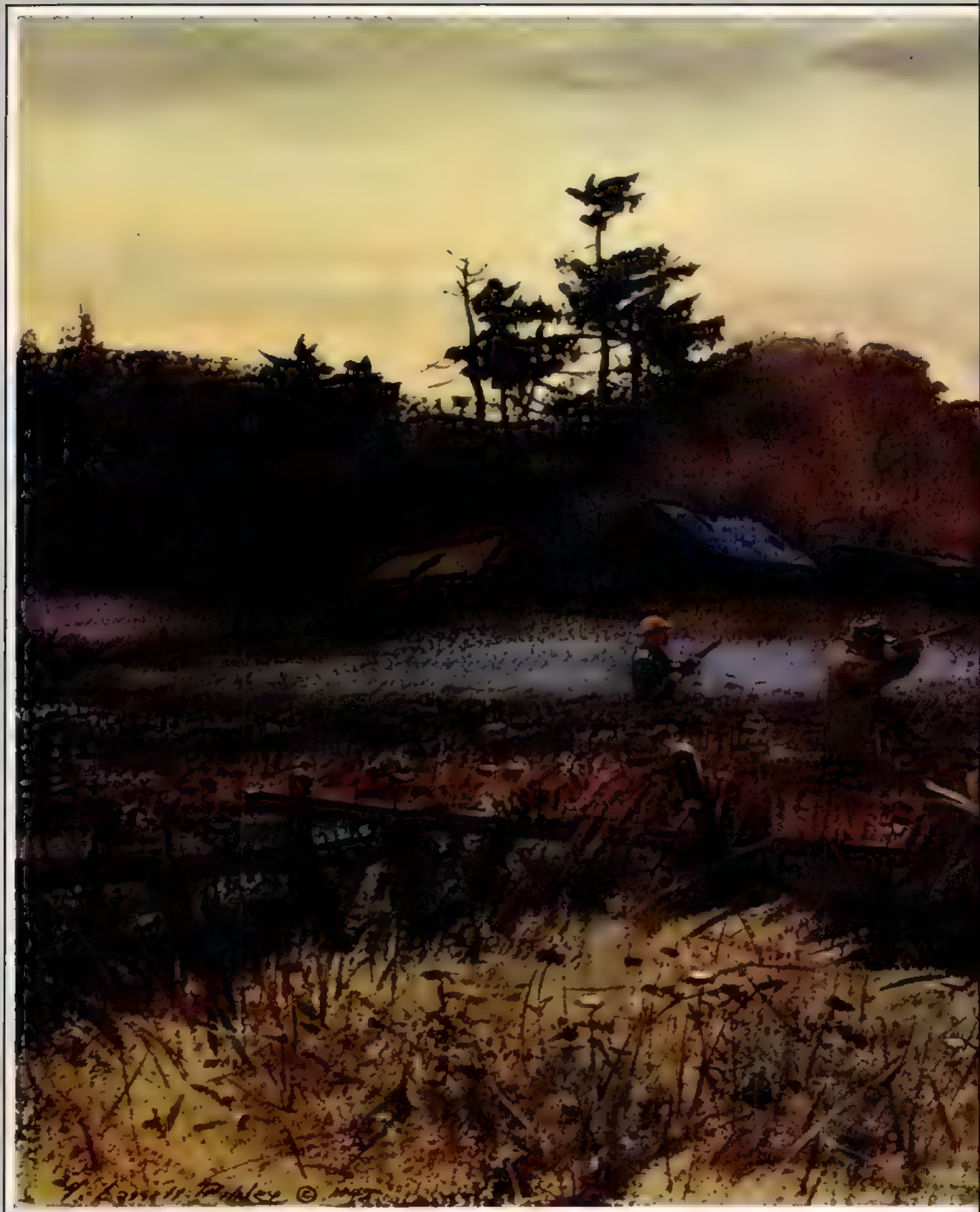
Gunning for Game Birds

ARTIST-SPORTSMAN CAPTURES THE EXCITEMENT OF WILDFOWL SHOOTING

As the first chill breath of winter strips the bright leaves from upland forests and silvers open meadows with morning frost 13 million hunters set out across the nation's woods and fields. They search the hillsides for grouse and woodcock, the hedgerows and brushy bottoms for quail and pheasant. They wait towards sundown beside ice-rimmed ponds for the evening flights of southbound ducks and geese. For a little while they escape modern existence in a return to man's most ancient occupation.

It is the conscious purpose of the gunner to shoot

game. But a good part of his delight in hunting comes from his sharpened awareness and appreciation of every detail around him—the kind of detail which has been captured in these paintings by A. Lassell Ripley, a sportsman who is also one of the country's leading painters of hunting scenes. The wary approach of wild turkeys in a pine-scented Carolina morning (*above*) or the thundering burst of pheasants from a rough New England field (*next page*) are as much a part of the heart-stirring pleasure of hunting as the jolting blast of a gun and a clean kill.



Pheasants in New England



At sunup on an October day three gunners and their two springer spaniels move carefully into a brushy field near an old piggery. The dogs find a cock pheasant and two hens hidden in the wet grass and flush them quickly before they can run. As the birds break out of cover two of the men get perfect shots at the high-flying cock.



Quail in Georgia

In the warm sunlight of a Southern winter the hunters ride through plantation fields in the quail wagon, watching the pointers work. One of the dogs picks up a covey feeding near the edge of a grain field and the other freezes, holding his partner's point. The men dismount and load up their guns to go in after the birds.



Geese on Cape Cod

Far out on the salt marshes two men have built a shaly blind and set out their decoys. It is a bitter, stormy day in mid-December and the geese are moving, disturbed by the wind. Suddenly seven of the big birds head in to the decoys, then, seeing the hunters, brace their wings and flare away. The men jump up to shoot.



Woodcock in Canada

Late in autumn, when the migratory woodcock are thick in the New Brunswick hills, two hunters and a specially trained dog go out to work a woodcock "run". The run is a long strip of low, twisted alder bushes with open space on each side. The dog goes down the middle and puts up a bird, giving one hunter a clear shot.



Coots on the Open Sea

In a seagoing dory two or three miles off the Massachusetts coast, gunners wait at anchor near their silhouette decoys. An autumn wind makes the sea rough, but it keeps the birds moving. Coots come in low and very fast over the decoys. The hunters must shoot well to bring down one of these tough, heavy feathered birds.

Don't
taste
**County
Fair...**



unless
you're
prepared
to change
brands

*Across the country, every day, thousands
more are discovering, buying, praising
this premium quality, light-bodied,
bottled-in-bond Bourbon...at an
unprecedented down-to-earth price.*

THE NO. 1 BOTTLED-IN-BOND
BOURBON OFFER THAT'S
ROCKING THE NATION!

HALLER'S COUNTY FAIR STRAIGHT BOURBON WHISKEY • 100 PROOF • BOTTLED IN BOND UNDER U. S. GOVERNMENT SUPERVISION
W. A. HALLER CORP., PHILADELPHIA, PA.

ASK FOR "COUNTY FAIR" AT YOUR FAVORITE BAR, CLUB, HOTEL OR LIQUOR STORE



AT PLANT, GRANVILLE (LEFT) AND SWARTOUT CHECK A BOX THAT BLOWS PERFUMED BUBBLES OVER WILTON

How to Sell a Smell

Two New England extroverts have parlayed a few scents into a \$1 million business

by PERCY KNAUTH

ONE thing that may be in store for all of us in the future is a television set with a smell—a pleasant smell, that is. Bacon and eggs will appear on the screen; the odor of bacon and eggs will waft out at the audience. The heroine of a soap opera will open her arms and purse her lips for a kiss; out to the rapt viewers will come the odor of her perfume, haunting and sublime.

If television ever becomes so titillating, the odds are heavy that the men behind the smell will be N. Lee Swartout and Charles

N. Granville. They are president and treasurer, respectively, of a perfume concern known as Angelique and Company, Inc., and they are known to stop at nothing. Their concept of "the captive audience" is nothing so conservative as chance crowds of people helplessly trapped in a living room or a railway station. These men besiege cities.

In the last four years they have attacked potential customers by spraying perfume wholesale into city streets; they have delivered it in the form of a gigantic Easter egg

lowered from a helicopter; they even have attempted to make the heavens release perfumed snow. And in their most dramatic air attack they staged the world's first perfume bombing of a city by a fleet of airplanes.

The perfume business has always been notoriously and stiffly conservative, waging its commercial warfare with sleek, insinuating advertisements. Yet in this esoteric world of smell-for-sale, the shrill and brassy methods used by Angelique and Company, Inc. have paid off with an unprecedented



*The
New Shape
is the
news*

The new-shape "sling" cape... news because of an entirely new cut... two deep loops instead of sleeves, and a fabulous mink lining. It's design with a difference!

The new-shape Modess box... another different design! Wrapped, it looks like so many other kinds of boxes, you'd never guess... Modess!

Another thoughtful feature. Modess boxes now come pre-wrapped. Same number of fine napkins. Regular, Junior, and Super sizes.



"THE SKUNK WORKS," partners' pet name for plant, now fills building next door to where business began in one room. In front is Granville's convertible.

SMELL CONTINUED

triumph. Starting with literally nothing but a perfectly empty bottle and an almost equally empty idea, Messrs. Swartout and Granville today own a \$1 million business. What is even more notable is that their product seems to have some solid merit. Recently one professional perfumer conceded primly, "Angelique is sensational but sound."

Both Swartout and Granville are spectacularly unlike the classic concept of a perfumer, who should be a nice blend of the dapper, the exotic and the mysterious. They are both remorseless extroverts and pranksters who go at their trade in the spirit of college boys trying to supplement their weekly allowances. Swartout, 38, is a lean, tall fellow addicted to gadgets like trick neckties that suddenly fly straight up from his shirtfront. Granville, 44, a puckish character with a pensive, bespectacled face, is so restlessly in search of new ways of expressing his personality that he finds it difficult to sit still. Both men naturally rejoiced that, when they launched their perfume venture, they were living on a road called Skunk Lane. Ever since they have happily called their company "The Skunk Works," even in the public prints.

In January 1946, when Angelique began, the French perfume industry was returning to the American market for the first time in six years. The field was littered with the remains of fly-by-night American companies born of the war years. So any good business counselor could have told Swartout and Granville that their timing was singularly silly.

But Swartout and Granville were not canny economists. They were commuters—which is really why it all began. Commuting to New York from Wilton, a small and charming Connecticut town, demands about three hours daily on a train; and both Swartout and Granville had been doing it for years. While they were both successful men—Swartout as New York manager for Swindell Brothers, manufacturers of bottles for the cosmetics industry, and Granville as an efficiency engineer—they yearned to live intimately with the rural charms of Wilton which they then enjoyed only with the dulled senses of the commuter. They talked about their yearning often. One day they decided to quit yearning and do something. "Charlie had made a survey of a perfume business," Swartout recalls. "He noticed that it made a high rate of profit. Also, the work didn't seem too hard—mostly a matter of selling the stuff. That combination interested me."

On one of their last evenings on the train as commuters they decided their positions on Angelique's board of directors by flipping a 50¢ piece. Swartout won the toss and became president. His first official act was instantly to appoint Granville treasurer. By the time the train pulled into Wilton, Granville's wife had been named vice president and Mrs. Swartout secretary. As working capital, each of the men agreed to put up \$4,000.

If either Granville or Swartout had known very much about the business they were entering, they probably would have used the 50¢ piece to buy a few beers and forget the whole thing. The perfume profession is not only tightly organized; it also studiously

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A TASTE FOR PERFUME was cultivated by Angelique's two partners in the firm's early days when they had to fill all their bottles by the siphon system.

cultivates an air of mystery. Creation of a new perfume demands an art combining some of the more recondite skills of tea-tasting, musical composition and advanced chemistry. The final standard of quality, aside from the individual reputations of the ingredients used, is determined by the nose. Some of the basic smells, which come in the form of natural or synthetic essential oils, are almost unbearably sweet. Others are so horrible that an incautious whiff can cause acute nausea. But each one has a particular quality which the perfumer knows will give him certain notes in the harmony he wishes to create. Once he has assembled and mixed them, he "fixes" them with some such substance as musk to insure that they all evaporate evenly together, rather than at rates according to their varying volatility. "If you didn't 'fix' a perfume," the men of the trade explain, "you would have a lady smelling differently every few minutes as the various oils evaporated, and some of the smells might not be too pretty."

In an unguarded moment of conservatism Swartout and Granville decided they would follow the practice of many of their competitors-to-be and would not produce their own scent, but entrust this to an essential-oil company. Their immediate problem was to find a name for their new firm. They hit on it one evening while sitting with their wives and a few friends over after-dinner highballs. Mary Granville, a pert young mother of three, had been brooding about the name for some time. Suddenly she let out a squeal. "I've got it!" she cried. "Murphy!"

"What's that, dear?" her husband inquired.

"The name," said Mrs. Granville. "It just came to me. I remembered a friend of mine from Hammond, Ind. Angelique Murphy."

"But darling," Granville said, "you can't call a perfume Murphy!"

Mary Granville eyed him steadily and said coldly, "Angelique." That ended the discussion.

Next Swartout and Granville set to work on a merchandising plan. Since the scents were made for them elsewhere, their principal task would be to sell perfume. They wanted to build up a very "personalized" clientele. The scheme they devised for this seemed so ingenious that its practicality could have been questioned only by a cruel critic or any experienced businessman. They proposed to start with six different scents, six different names and six different packaging styles. By mixing these up in various combinations, they would be able to assure no less than 1,296 customers absolute exclusivity in a package. Swartout now recalls, "It looked like a stroke of genius."

Folly and distraction

IN a short while it looked like a stroke of madness. First came days and nights of fretting and wrangling over six names to go with the perfumes which Angelique would sell. While friends badgered them with suggestions such as "Steeple—It Smells to High Heaven," Swartout and Granville and their faithful wives pored over dictionaries, anthologies, encyclopedias and thesauruses. They emerged with six names: Black Satin, Wanderlust, Folly, Est-Est-Est (this one was an old Italian wine), Distraction and Murmur.

CONTINUED ON NEXT PAGE

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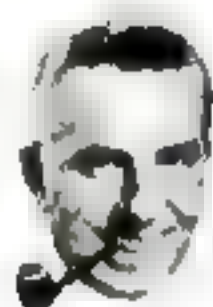
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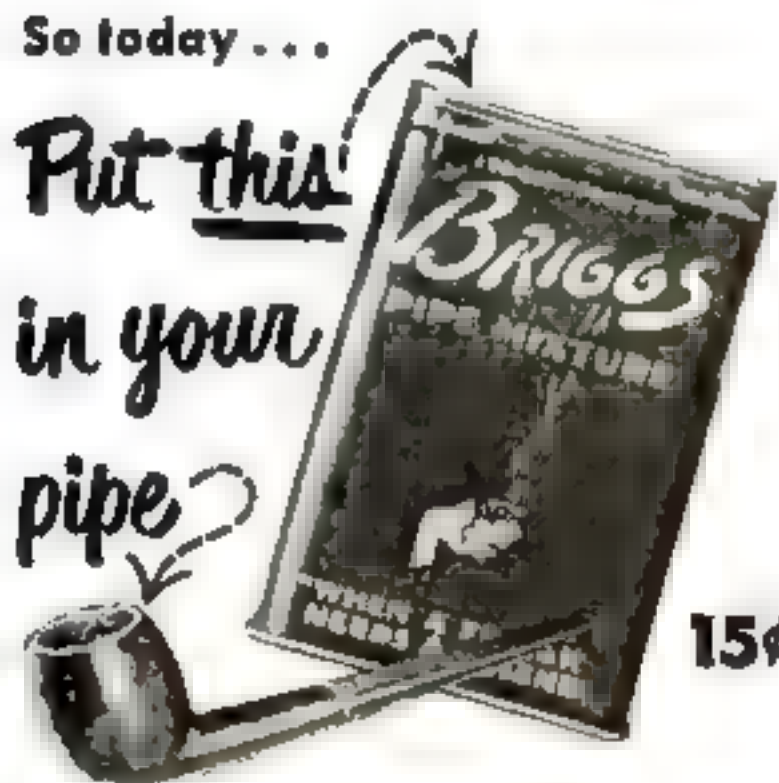
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SMELL CONTINUED

From the firm of van Ameringen-Haebler, Inc., a top house in the manufacture of essential oils and perfume materials, they got six scents. "Then," says Swartout, "we rushed out onto the road." Three months later they limped back to their one-room office over the Wilton Electric Shop, lugging their huge suitcases of samples and their huge disillusion. "We just couldn't take it anymore," Granville recalls with a shudder. "The more we talked about our wonderful intricate combinations, the more confused we got. We couldn't keep the different things straight. The mathematics got us down. It developed into the higher forms of algebra. We began to realize that the inventory problem of 1,296 different and exclusive items was colossal. We gave up."

Salvaged from the grand failure were 1) the name Black Satin and 2) an idea of labeling bottles with the name of the store selling them. Both have proved highly successful. Their schemes now streamlined, it was necessary to decide which one of their six scents they would use. They exploited almost the entire population of Wilton as judges, trying various perfumes out on anyone who would stop long enough to take a deep breath. For a fortnight, Wilton reeked. It also came back for more of one particular scent—a sultry Oriental blend with overtones of luxury. "Luxurious it certainly was," says Swartout. "It was the most expensive one of all. It cost five times as much as an average perfume, and it had 32 ounces per gallon of essential oils, compared to the average of 26 ounces in a quality perfume." When they double-checked this perfume against five leading brands in unlabeled bottles and it was still Wilton's choice, they decided to gamble all on it.

Six strategic spots

SWARTOUT and Granville had now come up with another scheme to revolutionize the trade, this one a little more rational. "Women," says Granville, "don't use perfume nearly enough. Lots of them use it only in the evening, for special occasions. There are many who don't think it proper to wear perfume during working hours. And most of them think that a couple of dabs behind the ears is all that's needed anyway." Angelique, they decided, would change all that. "There are six strategic spots where perfume should be applied," says Granville. "Behind the ears, in the crooks of both elbows and in the crooks of the knees. In these places there is warmth and skin friction, which helps to diffuse the aroma of the perfume. Furthermore," he adds delicately, "a bit of cotton soaked in perfume and placed in the brassiere is likely to draw favorable attention."

Angelique's first order came from a small shop about seven miles away. By August, with their sales force increased to four and the possibility of starting deliveries in October, Granville felt sufficiently courageous to tackle a really big prospect, Saks Fifth Avenue in New York. To his astonishment he got an order. "After that," he says, "we felt the business was made."

The Saks sale was no sooner on the books than the whole beautiful bubble burst—almost. One of their new associates, a recently demobilized war veteran named Gordon Hoffman who had been grandly named general sales manager for the Eastern U.S., entered Bonwit Teller's Philadelphia branch one day and discovered someone had been there the day before, with a perfume called Black Satin. Only it was not Angelique's product.

The investigation that followed showed not only that there was another such perfume on the market, but also that its manufacturer had copyrighted the name 10 years before. He had only begun to use it recently, however, and this was why it had been overlooked in the copyright search. He was willing to sell the name, though—for \$100,000. "There were three things we could do," Granville says. "We could change our name, which meant losing all our investment in packages and labels. Or we could buy the guy out. Or we could go out of business."

Ignoring the sensible third alternative, they started to negotiate. After six weeks they beat the price down to \$22,500, with an agreement to pay \$5,000 down, \$2,933 every six months for three years. In their elation they had no time to analyze their firm's financial structure at this point. "All we could think of," Swartout remembers, "was that we had saved Angelique. It was quite a while before we started asking ourselves what we had saved it for. Not even started, and we were already \$22,500 in the hole."

But they went right on selling. Granville sold his house and car, Swartout increased the mortgage on his house. Both their wives reflectively picked over their jewels. Fortunately, they also sold perfume. By October they started shipping Black Satin to 55 customers, among whom was the U.S. Navy which sold it in ships' stores. Somewhat later the Army came in too, and Black Satin turned up in post exchanges all over the Far East.

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DON'T let dirty dishes make your wife a kitchen exile! She loses the most precious hours of her life shut off from pleasures of the family circle by the never-ending chore of old-fashioned dishwashing! Please . . . let her come into the living room. It's easy to banish the barrier of dishpan drudgery so she can join the family fun—the modern, automatic Hotpoint way!

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BLACK SATIN GIRLS, a group of young women advertised as "movie starlets," were hired to fly over Los Angeles and "bomb" the city with perfume.

SMELL CONTINUED

Perhaps the saving stimulant in those times came from the fact that each working day began with a mouthful of Black Satin, taken straight. "We didn't have any bottling machines," Swartout recalls with a grin, "so we just siphoned the perfume out of jugs with rubber hoses. That meant taking a healthy suck to get it started. It was strong stuff, but not too bad—75% alcohol, after all."

They wound up 1946 with a volume of \$27,429—and a net loss of \$8,336. The new year speeded things up: in January 1947 they lost \$4,219, in February \$2,936, in March \$3,931. Angelique's sales, however, had increased in a most encouraging, almost astonishing way. By January 1948 there were 286 accounts on the books and the volume had reached \$169,185. A high percentage of this was reorders, which meant that Black Satin had found lasting favor at least with some. Swartout and Granville had also made some notable strides in their crusade to make the world perfume-conscious. They had adapted an idea used by Lord & Taylor, a New York customer, of spraying perfume into the air. The partners devised portable sprayers which were shipped around all over the country to spray anyone who happened to pass by the stores where they operated.

While this was effective, not to say disconcerting, it really only prepared the way for their first big publicity stunt. "It came to me all in a flash," Granville says proudly. "One day I read a story about rain-making. Fellow took some dry ice up in an airplane, scattered it into a cloud, and it rained. I thought to myself: why not put perfume in the dry ice? For the first time in history the weather, people's favorite topic of conversation, would be harnessed for commercial use." Swartout agreed eagerly: Angelique, at this point, still had very little to lose.

The plan advanced rapidly. A friend in Bridgeport offered to provide the airplane, thereby making Bridgeport the unwitting victim. When the date was set Granville called the newspapers and wire services to cover the advent of "perfumed snow" (it being mid-winter at this time). The response was awesome. "All hell broke loose," Granville recalls. "The phones were swamped. One New York paper even wanted to cover the stunt with a helicopter!"

Crisis in Connecticut

CITIZENS of Connecticut responded to the news of the plan with what, at its brightest, could only be called a dim view. There was already nearly a foot of snow on the ground. The mayor of Bridgeport suggested sharply that Swartout and Granville could better serve their state by shouldering shovels. The superintendent of streets said sourly, "I can't think of anything to say that you could print." One newspaper reported an assault by a Bridgeport resident upon his wife, whom he struck over the head with a shovel when she told him about the Swartout-Granville experiment. In jail, the newspaper said, the man refused to explain his act—"he just breathes kinda heavy." He had, the paper added, been shoveling out his driveway daily for 22 days.

On Feb. 10, 1948, O-day—for "Operation Odoriferous"—dawned, unfortunately, bright and crystal-clear. When Swartout, Granville and their wives arrived to face a sizable gathering of cameras, microphones and reporters, there was not a cloud to be seen to



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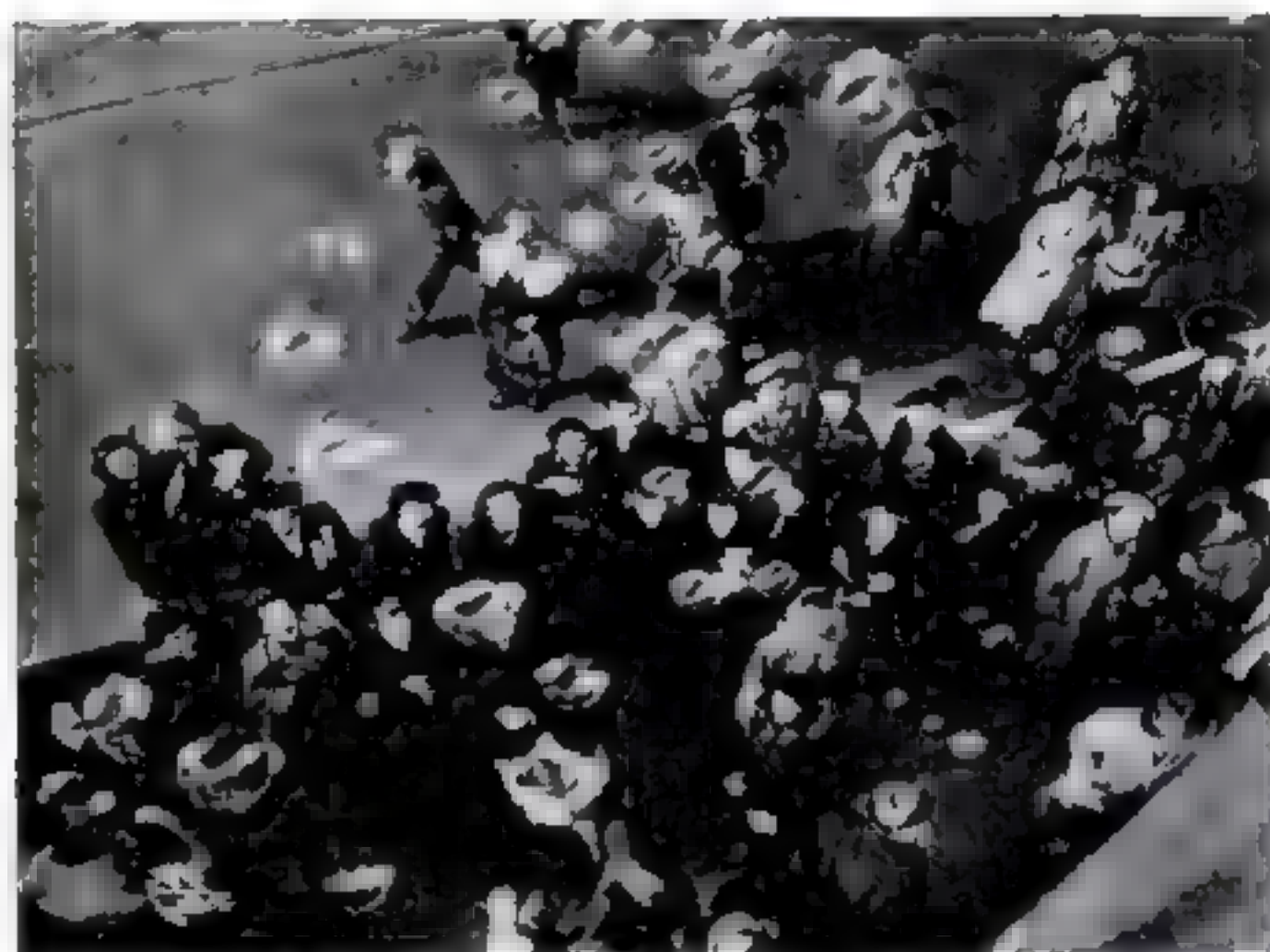
MEN OVER 25
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If you're feeling self-conscious about your hair getting thin on top or receding at the temples, don't call attention to your thin hair by plastering it down with greasy, sticky products which leave an unsightly, dirt-trapping, shiny film on the scalp. Now's the time to graduate to Kreml Hair Tonic!

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BLACK SATIN BUBBLES float out from a storefront over upturned heads of sniffing crowd in Kansas City, Mo. Bubble machines are in use across U.S.

SMELL CONTINUED

promise snow. But by the time they had ground up their 5-pound chunk of dry ice and solemnly poured perfume over it, a few shreds of cirrus clouds had begun to form high in the blue. With glad cries they boarded the airplane and roared away.

The results of the operation, in terms of actual snow-making, are still debated in Bridgeport bars. The pilot, loyal to his passengers, reported "definite" snow flurries "at high altitudes." Two radio hateners reported some snow—but with no scent. Granville, climbing out of the plane, reported the loss of a \$200 wristwatch whipped overboard as he threw out the snow—and promised further experiments immediately in Washington, Chicago and possibly Milwaukee. To this last the reaction was swift. The director of highways of Washington reportedly threatened to sue if one flake of snow fell. From Milwaukee a victim of asthma wrote that she was praying nightly that Swartout and Granville would never appear since she was allergic to perfume, and the idea of a perfumed blizzard was "terribly upsetting." Finally, in a magnanimous gesture that again made headlines all over the country, Angelique let it be known that further experiments would be postponed indefinitely. "All this," Granville remembers proudly, "we got for a total cost of \$40.50—the expense of hiring the plane, buying the dry ice, and the perfume."

This publicity success was more encouragement than necessary for Granville and Swartout, neither of whom was ever exactly tormented by inhibitions anyway. While their sales rose, their minds buzzed with ideas for new ventures. At Easter time they delivered an enormous Black Satin egg to a Syracuse department store by helicopter, while crowds below gaped in wonder. That day the store sold \$1,000 worth of Black Satin. An aerial announcement of a new perfume called White Satin was next. This time the plane scattered strips of blotter soaked with the scent all over Wilton. Intoxicated with the heady wine of notoriety and increased sales, Swartout and Granville continued to put money and ideas into their company until at last, in June 1948, Angelique showed a profit of \$3,430. It was the first time the two partners had used black ink in their ledgers since the company began.

This happy state was celebrated three months later by the perfume bombing of Los Angeles. The memory still brings a gleam to Granville's eye. This was no piddling, one-plane operation. Twelve Beechcraft Bonanzas were mobilized, each with a crew of pilot and one "bombardierette," a name fondly coined by Granville to describe the black-satin-clad young starlets who were to drop the bombs. According to publicity releases, the planes were to fly in formation over the heart of the city and, at a given signal from the lead ship, each would release a cloud of perfume. Just to make sure that people knew they were being bombed, Swartout and Granville had planted a few of their portable sprayers around to inject added scent into the atmosphere at ground level.

Details of the raid are still classified information at Angelique headquarters. It was announced that \$20,000 worth of perfume was to be used, though the figure was never officially confirmed. The starlets, questioned at the airport, held up bottles to prove they had something. One, pressed by a particularly nosy newsmen as to just how she was to drop her bomb, pointed to a nozzle-like opening just above the tail of the plane. "Out of there," she said brightly.

Luckily, neither she nor the reporter realized that the opening designated was for the radio antenna. In any event, the planes took off and shortly after were seen to roar over the city. "It was most spectacular," says Granville. "Too bad none of the perfume got through the smog. Apparently it just drifted out to sea."

Shortly after this, one of Angelique's salesmen, Champe Andrews, devised a machine which pumped out perfumed bubbles—a successful way of overcoming the inherent lack of motion in perfume advertising. For nearly a year Angelique's machines blew bubbles all over the country until the inventor of a similar machine who had patented his idea turned up, threatening to sue unless Angelique stopped or paid him royalties. With unusual discretion, Angelique stopped—but recently Swartout and Granville bought two of his machines and got back into the bubble business.

What will come next defies conjecture. Last year Angelique sold \$545,649 worth of perfume, cologne, soap, bath powder, pocket-size atomizers, solid perfume and cologne in lipstick form. This year orders have been coming in at close to double that rate, and Granville and Swartout find it necessary to devote tedious hours to weeding out accounts because they are getting too many. The Skunk Works have expanded beyond all recognition: a staff of 43 people is busy with bottling, labeling and packaging machines as well as bookkeeping and making coffee for all hands every morning at 11. There are branch offices in New York, Chicago and Pomona, Calif., and one in Canada. Granville has a new house. Swartout has paid off his mortgage. Both have new convertibles.

The sport of money-making, however, must not be allowed to get tame. Granville, particularly, frets about this. Right now he and Swartout are preparing yet another scent to come on the market in February: "Gold Satin, destined to be the world's most talked-about perfume." How to get the world to talk more about Gold Satin than any other perfume is the current problem. One immediate way will be to have a big Gold Satin bottle in store windows, above which a small, golden balloon will bounce around, seemingly suspended in open air. "Of course," says Granville, "actually it will be held up by a jet of air, mixed with perfume, arising from a hole in the bottle. It will look pretty good, and it ought to stop people."

But the yearning to stop whole cities and make them aware of Angelique persists. Granville has been studying the spectacle of water shortages in U.S. cities with a speculative eye. "All this artificial rain-making," he says reflectively. "Now I don't say we would or could do a thing like contracting to perfume that rain, but just imagine. . ."



ON OLD SKUNK LANE, where Swartout still lives, the partners—now smelling of both perfume and money—enjoy hunting for birds instead of customers.

Keep healthy Save money

use the *Osterizer*
MADE BY OSTER



LIQUEFIES RAW FRUITS
AND VEGETABLES

BLENDS VITAMIN-RICH
HEALTH DRINKS

A WONDERFUL GIFT
FOR ANY FAMILY

Stop wasting precious food elements that help you keep healthy—vitamin-packed, mineral-rich skins, seeds, cores of raw fruits and vegetables. In the OSTERIZER they're completely liquefied, blended . . . give you priceless extra nourishment without a penny of extra cost! OSTERIZER saves food, too . . . enables you to use leftovers temptingly; gives endless variety to menus. It can replace several other appliances and utensils and do their work faster and better!

\$34.95

With Chrome Base \$39.50



Only OSTERIZER has leakproof container that opens at both ends. Easy-to-clean, easy-to-empty.

Oster
GUARANTEED QUALITY

Other Useful and Unusual Gift Appliances by OSTER



OSTERETT
Portable Mixer

Does every food mixing job easier, faster, better! 2 beaters. Lightweight, powerful, stores in small drawer space.

\$14.95



OSTER
Airjet Hair Dryer

Exclusive jet design dries hair faster. Controlled hot or cold air. Hold in hand or stand on table.

\$14.95



OSTER
Massage Instrument

World's finest instrument for real Swedish-type massage. Relaxes nerves, tones muscles, stimulates circulation.

\$24.50

© JOHN OSTER MANUFACTURING CO., RACINE, WISCONSIN

"We sailed 3 oceans without leaving port!"

stays **VIRGINIA MAYO**, co-starring with
GREGORY PECK — **WARNER BROS.**
CAPTAIN HORATIO HORNBLOWER
 color by **TECHNICOLOR**



SHOOTING THE "3-OCEAN" VOYAGE FOR "CAPTAIN HORATIO HORNBLOWER" KEPT US IN A SEAPORT FOR WEEKS. STINGING SALT WINDS BIT MY SKIN RAW!



HOURS OF REHEARSAL in this bosun's chair rope-burned my hands.



IN ANOTHER SCENE, I nursed wounds 'til my own hands needed soothing.



SO BETWEEN SCENES, I used Jergens Lotion on my hands, arms and face.



IT KEPT MY SKIN wonderfully soft and smooth for romantic close-ups.



BEING LIQUID, Jergens Lotion is quickly absorbed by thirsty skin.

**CAN YOUR LOTION
 OR HAND CREAM PASS
 THIS "FILM TEST"?**

To soften, a lotion or cream should be absorbed by the upper layers of the skin. Jergens Lotion contains quickly-absorbed ingredients doctors recommend—no heavy oils that merely coat the skin. Proof? Water won't "bead" on a hand smoothed with Jergens Lotion as on a hand coated with a lotion or cream that leaves a heavy, oily film.

YOU CAN PROVE it yourself with the simple test described above...



YOU'LL SEE why Jergens Lotion is my head-to-toe beauty secret...

**Jergens
 Lotion**

used by more women
 than any other hand care
 in the world

still...10¢ to \$1 plus tax

AND IS USED by Hollywood stars 7 to 1 over other hand cares!



THIS IS BERLIN

WEST SECTOR SHOWS A BRAVE GAIETY

PHOTOGRAPHED FOR LIFE BY NINA LEEN

Only last week reinforcements for Allied garrisons were arriving in West Berlin, and people like Herr and Frau Fritz Kehl, shown above dining on the terrace of their bombed-out villa, felt that much more secure. Like most of their fellow citizens in Berlin's democratic section they were making do with what they had—in their case, two rooms, a kitchen and bath in a picturesque ruin. Fritz Kehl's hat shop was doing well, he could buy food, coal, clothes and even luxuries. The Kehls and their neighbors could feel optimistic even though overshadowing their lives was grim knowledge that Russia surrounded them on every side.

The optimism which pervades West Berlin is a real but almost unbelievable fact. How is it possible for people like Fritz Kehl and his wife

to show such confidence right on the doorstep of the power most feared by the free world? How could Berlin, its industry still at a crippled 35% of prewar, and with 250,000 unemployed to support, actively build on hope? Part of the answer lies in the native Berliner's cocky, stubborn attitude. Part lies also in his feeling that, after defeat in war and the newer threats of disaster, he has already touched bottom; nothing can scare him anymore. And part lies in the confidence which the Allies built up by the Berlin airlift and the recent reinforcements. All these things together make up the surprising spirit of this beleaguered island of freedom which LIFE Photographer Nina Leen, herself a onetime resident of Berlin, has captured in the pictures on the following pages.

BERLIN CONTINUED

IN A PARK two girls spade up ground to plant lawns and flowerbeds. This is the Tiergarten, in the center of town. During the war bombs and shells ripped its spreading trees and bright gardens. After the war it was used for vegetable plots. Now it is being restored. These girls get 38 marks a week (about \$9) for their work.



A HARDWARE STORE, standing just across the street from the Russian sector, does 40% of its business with Russian sector residents—despite the fact that they have to buy West marks in the black market to pay for the goods. "They have to save up for a long time," says Proprietor Paul Stower. "I feel sorry for them."



THE RUINS still dominate Berlin's skyline. But where there once were acres of tumbled bricks and shattered walls, there are now great, open spaces throughout the city in which salvaged bricks are neatly piled, awaiting new construction. Unusable bricks are ground up to make cement blocks. Largely by hand labor,



A SWANK NEW STORE, just opened on the Kurfürstendamm, where Berlin's best shops are located, draws a large crowd of curious spectators. Less than two years ago a queue such as this one could only have meant that there was a chance to buy some food or coal, of which Berliners never had enough. Now, however, the



West Berliners have cleared up 19 million of the 58 million cubic yards of rubble to which their part of the city was reduced during war. But reconstruction in West Berlin is still haphazard, since the city, which must pay for cleaning up most of the rubble, has no money for planned rebuilding it hopes to accomplish someday.



product creating all this attention is a beauty treatment, as the picture above, taken from inside the store, shows. Since the West German currency reform in June 1948, in which West Berlin was included, shops have been coming back to life with all manner of goods. This is the Berlin outlet for Riz, a Cologne cosmetics firm.



SIDEWALK ADS for movies and theaters are studied by two young Berliners. These advertising columns, called *Latfassende*, are 10 feet high, this one was cut in half by a bomb. Berlin's entertainment is international. The girl is studying an ad for a German film, above it is a notice of an Abbott and Costello picture.



SIDEWALK SHOWCASES outside stores are back, advertising luxury goods unobtainable in the Russian sector. This one displays cosmetics by Max Schwarzlose, a big, old Berlin firm. Many such showcases were smashed in anti Jewish riots of 1938, restored by non-Jewish successors and smashed again during the war.

AT HER JOB in the contagious ward of a West Berlin hospital, Annelie Krusto prepares blood samples for diphtheria tests. Her salary is \$52.50 a month, with which she can live modestly but comfortably; she can even afford to buy a few small luxuries.



Citizens do not think of leaving their city



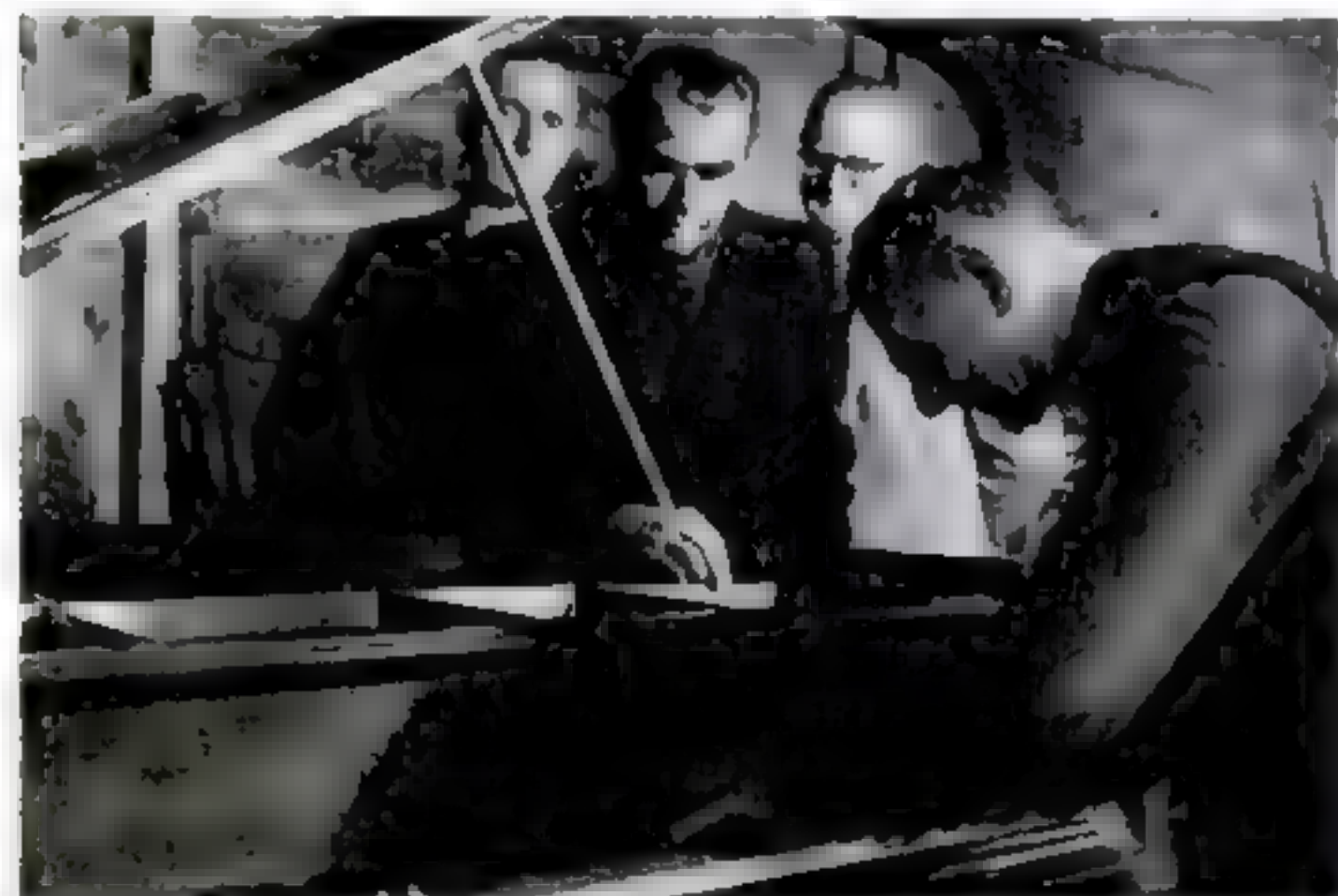
A WEST BERLIN FAMILY, Karl Ludwig Penckuhn with wife and child, takes Sunday stroll. Big Russian war memorial is in background at right.



WEST BERLIN'S MAYOR Ernst Reuter, exiled in Turkey under the Nazis, is confident. "I can't help it," he says "I am proud of these people."



AT A PARTY Annelie (left) and her friends enjoy coffee or tea, sugar, cream and cakes, all previously unobtainable but now bought freely. They are laughing over the Communist propaganda in a reader used in German schools in the Russian Zone.



IN PIANO FACTORY new Bechstein grand is shown to the mayor of Kreuzberg, Willi Kressmann (center). Managing Director Hans Altmann

(wearing glasses) watches while tuner tests the keyboard. With a staff of 33 compared to prewar 350, Bechstein is now producing six pianos monthly.



UNIVERSITY HEAD, Dr. Edwin Redsloh, browses in a bookstall. He leads Free University, opened in 1948 when students rebelled against Reds.



A VEGETABLE WOMAN offers cheerful gibes with her turnips at her market stand outside city hall. Markets, once almost dead, are full now.

AT A SHOP Annelie tries on an inexpensive fur coat she wants to buy on instalment. "At first," she says, "we women didn't care how we looked. Looking nice only made trouble. Now we have become conceited again. It is good to be well dressed and made up."



Berliners have a character all their own, which foreigners do not always find admirable and which other Germans are inclined to view with mixed feelings. The people of Berlin cultivate an aggressive love for themselves and their city. They are completely, usually boastfully, sufficient unto themselves. These days, they brag of having survived bombs, blockade and unceasing political pressure. They would not dream of leaving their city, "I would die of homesickness," says Frau Claire Skibicki, stout and

jovial representative of a wine business (*below*). "We believe in the future," says Willi Kressmann, mayor of the Kreuzberg district, and Hans Altmann, showing him around his piano factory (*opposite page*), adds, "You will find no fear in Berlin." Annelie Kristo sums up the new postwar side of the Berliner's irrepressible character best of all. A nurse in France and Russia during the war, and victim of Russian rapists afterward, she says, "The terror is over. Knowing what it was like, we would be braver next time."



THE BERLINER'S COCKY LAUGH is displayed by Frau Claire Skibicki, a wholesale wine dealer, with a joke for any occasion. She can even joke about the city's ruins: "The bombs came," she says, "and now the poor people in the rear flats can look out on the swanky Kurfürstendamm." Her business is doing fine.



HIPPO KNAUTSCHKE begs for food in the West Berlin Zoo. He is the only nonpolitical subject in the capital. Both his wives are in Leipzig, in the Russian Zone. They were permitted to visit Knautschke in the interests of propagation. Visits were a success: one of his wives has a son, other is expecting next year.



A DACHSHUND PUP being sold on the street awaits a buyer on the Kurfurstendamm. Berliners are notable animal lovers and, with food available, are able to resume the custom of keeping pets.



LOW-PRICED CLOTHES sold in open-air stores like this one are within reach of the average buyer. Rayon hose, for example, can be bought for 8¢, a dress for \$4.50, but two years ago they were luxuries.

WEST BERLIN CHILDREN WAIT EXPECTANTLY





HIGH-PRICED FASHION is booming. These are models by Gehring and Glasp, a prewar firm which reopened in 1945 with 40 people; now employs 350. Swiss and Scandinavians buy 20% of their dresses.

FOR A "ROCKET RIDE" ON THE CAROUSEL



NEW BABIES fill maternity wards of West Berlin's hospitals. In 1941, first postwar year in which West sector statistics were recorded separately, there were twice as many deaths as births. Now the two are close to equal up to October of this year, 16,558 babies were born as against 18,951 deaths. Birth rate is still rising.



COSTUME JEWELRY at \$1 for pearl necklace is not quite within the reach of Lise Christen (right). As a telephone operator she makes \$31 monthly, of which she has 50¢ left after rent, food.



THREE ART LOVERS stand lost in admiration before pictures of the famous Kaiser Friedrich collection: a Cranach at left, a 16th Century German Madonna at right. The great collection was found in a salt mine at the war's end, brought to the U.S. and finally returned to West Berlin as a gesture of hope and confidence.

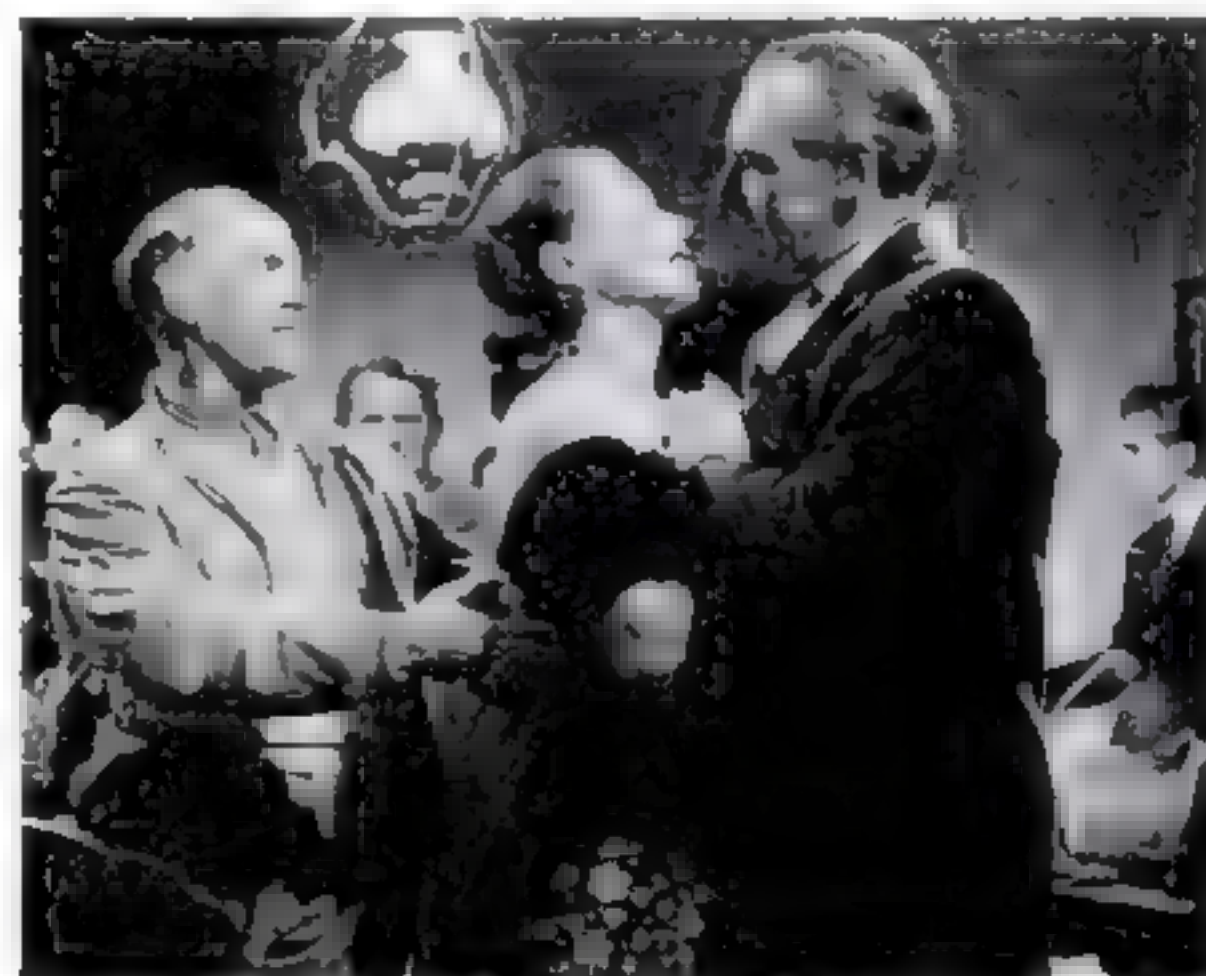


TWO SOCIALITES, Frau Margarit von Borsig and Count Franz von Treuberg, talk together at a cocktail party given for Jean Cocteau. She is the wife of a former industrialist, he the writer of scenarios and serious plays which are so advanced that even in West Berlin they have often failed to find very much of an audience.



INTELLECTUALS watch a political skit at the Burgkeller, a cabaret on the Kurfürstendamm. In these skits the actors neither fear nor favor any of the occupying powers. The girl on stage is singing a parody of a Nazi marching song, rewritten to satirize current discussion on rearming the Western zones of Germany.

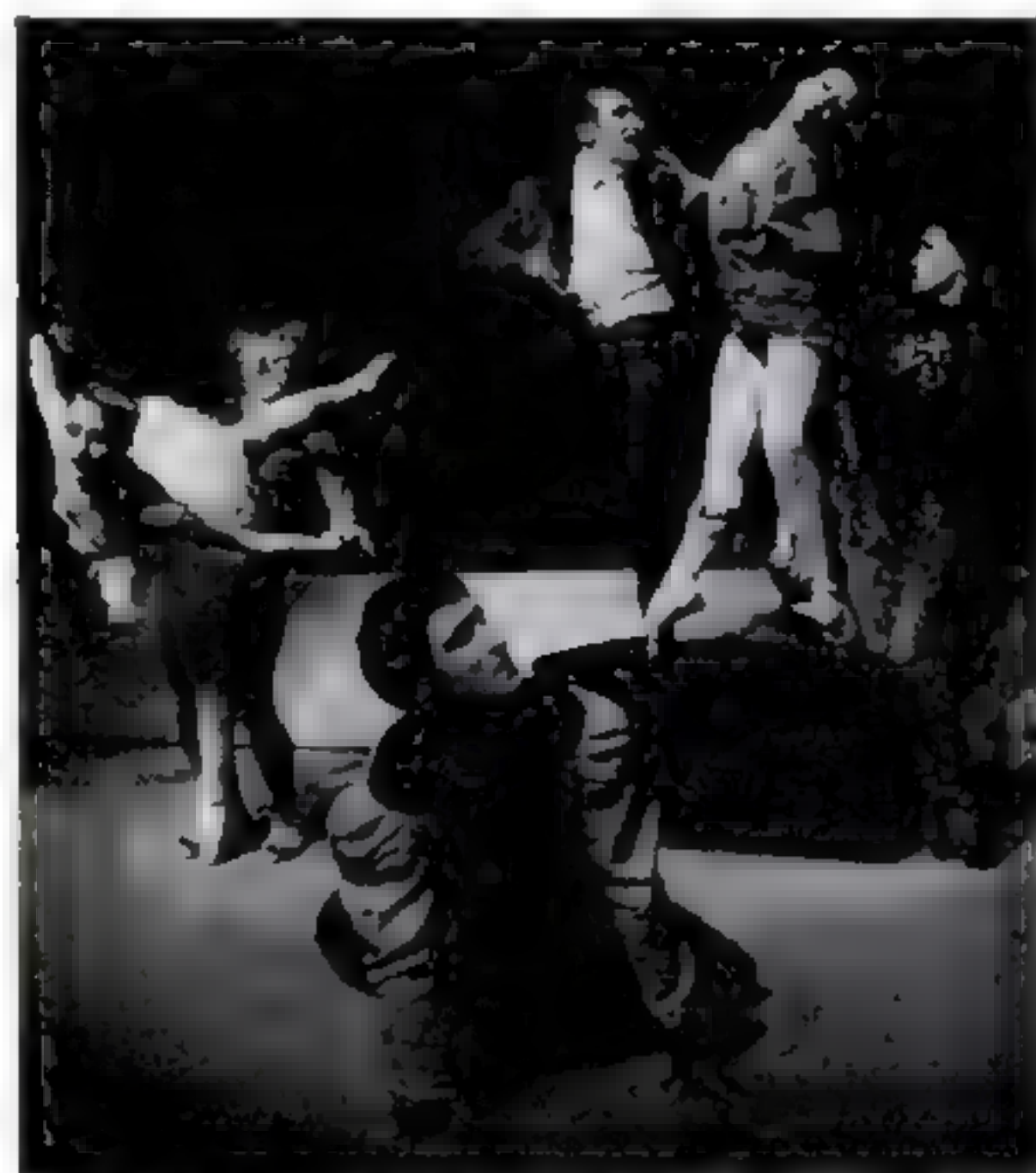
BERLIN CONTINUED



A MOVIE is made in one of the former UFA company's studios in Tempelhof. Most movie actors in West Berlin make their living by dubbing in German voices on foreign films, but here Helmut Rudolph and Elfe Gerhart are making a quickie called *Eva in a Tail Coat*.

Its arts and culture are new, uninhibited

Hitler's campaign against what he called "degenerate arts" had all but eradicated German culture. The Allies' bombs and shells left it in ruins. In rebuilding its music and painting, its theaters, its famous cabarets which featured satirical political skits, Berlin had to start from scratch. It proved an exciting development. The classics were still prized (*above, left*), but new creations have taken off in all directions. With the complete division of the city in 1948 and Communist suppression of freedom in the Eastern sector, West Berlin obtained a near monopoly on new trends. Political cabarets (*left, below*) flourished with sarcastic comments on the Communists. Expensive nightclubs became virtual salons for the wealthy intelligentsia. Movies were made in studios long neglected. The most exciting thing in West Berlin when Nina Leen took these pictures was a ballet, *Abraxas*, which retold the classic tale of Faust in a manner which had the most sophisticated West Berliners flocking to its doors (*below*).



A BALLET called *Abraxas*, by Werner Egk, displays the reckless, uninhibited vitality of West Berlin's culture, was this season's most sensational theater event. Here the rejuvenated Faust watches in horror the orgy of a modern-dress devil (*background*) in hell. Serpent, symbolizing temptation, writhes on opposite page.





Drive it 5 you

Yes, you could pay \$1,000
more for a car and still not
get all the extra room...ease of
handling...famous dependability
of today's big Dodge



SAVE! No bumping your head crawling through "dwarf-size" door openings. Big, full-size Dodge doors open wide. You step in or out easily. And—arm rests are on doors . . . out of the way!



See "SHOWTIME . . . U.S.A."—greatest
show on television . . . ABC-TV Network.
See your newspaper for time and station.



minutes...see how can save \$1000



SAVE! Here's extra roominess. Compare Dodge head room . . . leg room. Notice that seats are "knee-level." You ride in the most restful, relaxing posture for complete comfort on day-long trips.

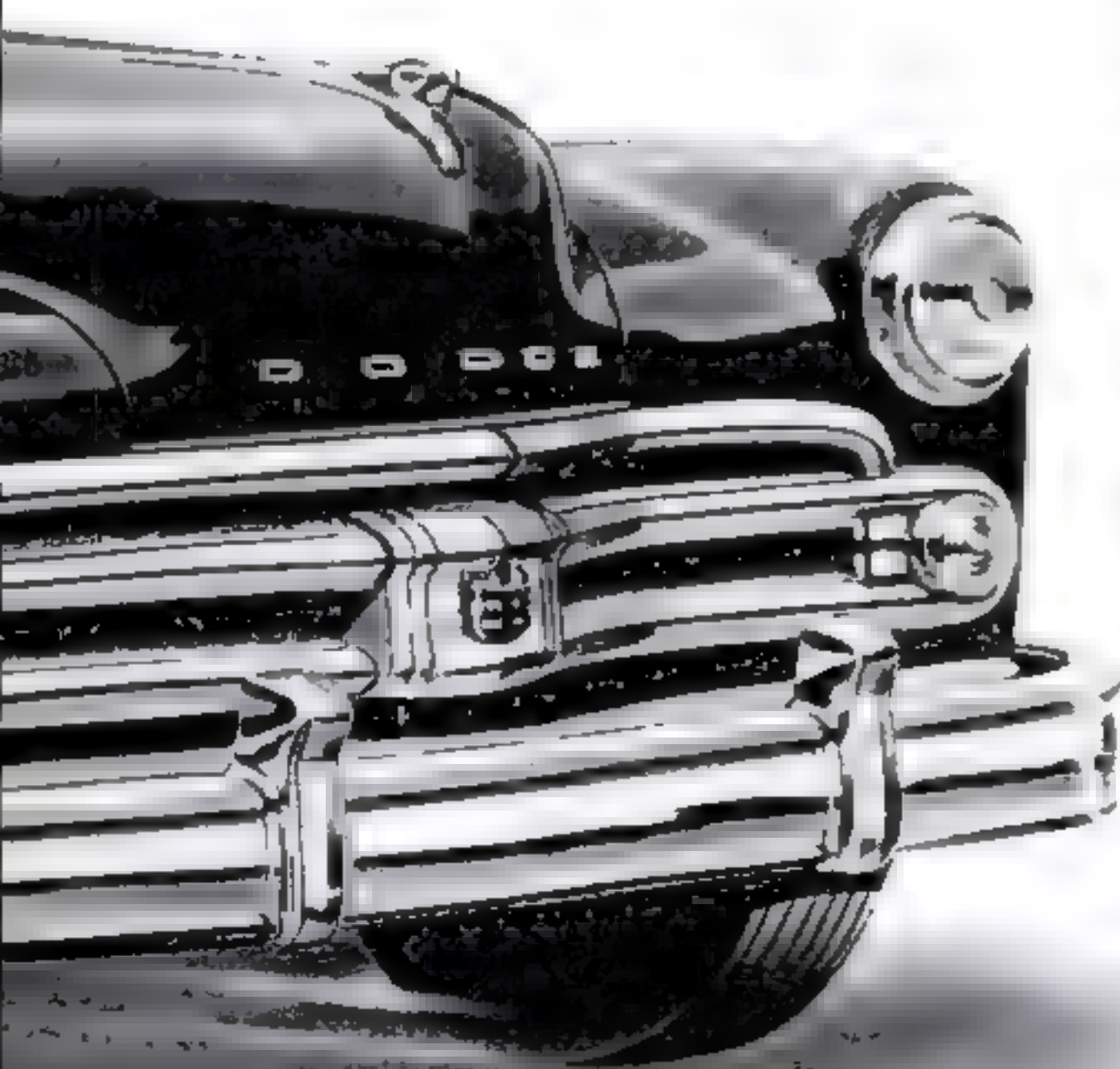


SAVE! Dodge brakes are big, husky—for sure, quick stops. Linings last up to twice as long! Wider Safety-Rim wheels reduce danger from blow-outs, hold tire on wheel for controlled stop.



SAVE! Drive without shifting. GYRO-MATIC, lowest priced automatic transmission, is available on Coronet models. All Dodge models give you smooth gyrol Fluid Drive . . . at no extra cost.

Now more than ever, you'll want the famous ruggedness and dependability of Dodge!



YES, 5 minutes is all you need to see how you could pay \$1,000 more for a car and still not get everything Dodge gives you! No other car can match the Dodge reputation for ruggedness . . . for dependability . . . for smart styling that endures year after year. No other car offers such *value!* Dodge gives you a car that's bigger inside—a car that's wider, longer, higher—with lots of room for your legs, head, and shoulders. In fact, you'll wonder how a car so big and roomy *inside* can be so sleek and compact *outside* . . . for easier parking and

more nimble handling in crowded traffic.

Big "Get-Away" Engine

Along with all this, you get the brilliant performance of the big "Get-Away" Engine . . . higher in compression, more powerful . . . yet amazingly economical on gasoline, oil and upkeep.

Now, more than ever, you'll want to see and drive today's big dependable Dodge. So take just 5 short minutes for a Dodge "Magic-Mile" ride. Visit your dealer this week, or *today* if possible. It'll be the most profitable 5 minutes you ever spent.

NEW BIGGER VALUE

DODGE

Just a few dollars more than the lowest-priced cars!



Open up
the
Apples!

Pour
Yourself
a Pie!



Save 15 minutes
or more with

Comstock
PIE-SLICED APPLES



Orchard
Fresh!

No Peel-No Core-No Waste

Comstock Canning Corporation
Newark, New York

Also try Comstock ready-to-use
Pumpkin Pie Mix



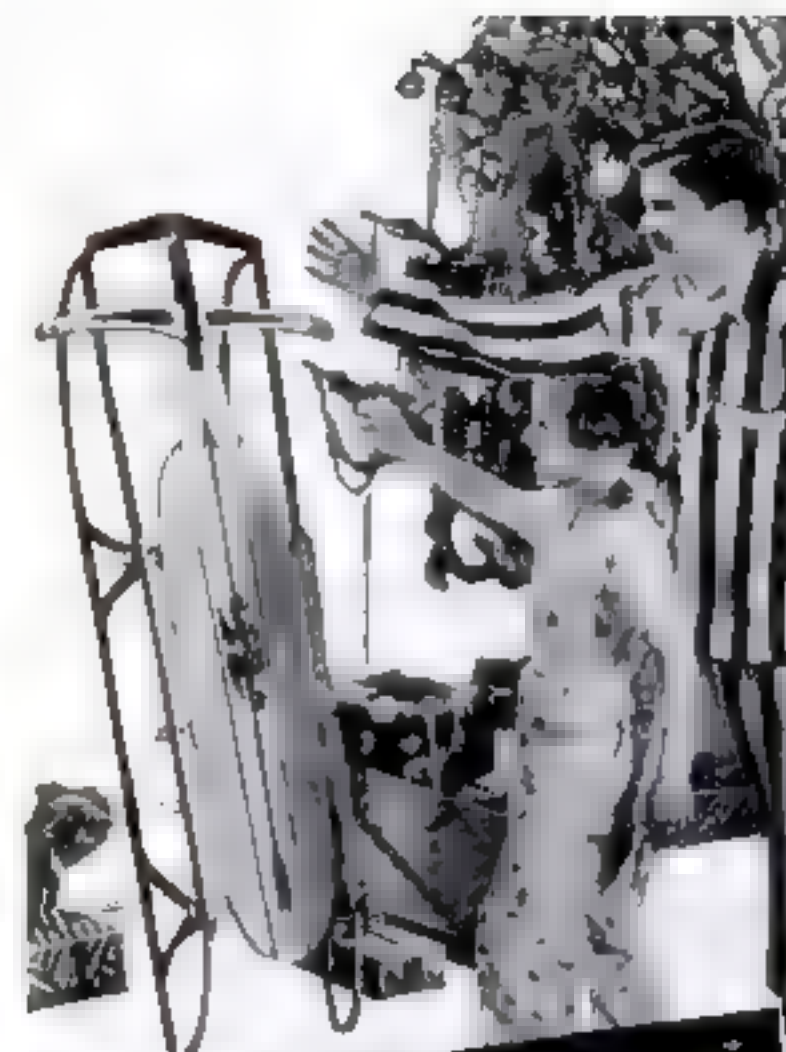
STREET SWEEPER HALL GRIMLY TOOTLES HIS WAY THROUGH MELBOURNE

MAN WITH A HORN

Of the many problems that beset those public servants who follow the ancient task of street-sweeping, none is more annoying than the sluggish pedestrian who refuses to move over. Clyde Hall (above), who has the Swanston Street beat in the heart of Melbourne, Australia, sought and recently found a way to overcome this vexation. He is now probably the only street sweeper in the world who uses a horn-equipped broom.



WOMAN PEDESTRIAN INDICATES SILENT CONTEMPT FOR HALL'S GENIUS



The Right Sled
to make your children happy!

... a genuine
Flexible Flyer.

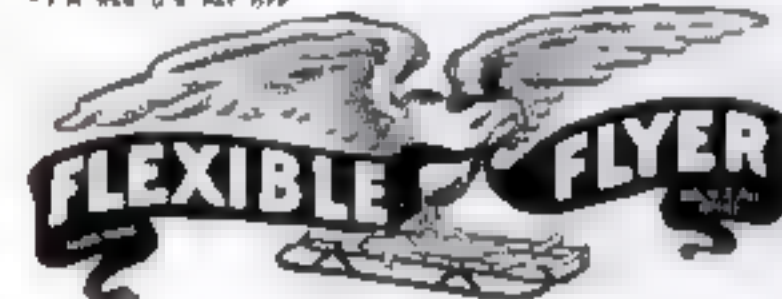
• Children certainly know their sleds. Listen in on them and you'll learn there's only ONE they really want—a genuine Flexible Flyer, the safest, strongest sled made. It was your own choice as a child... vastly improved now.

- Airline® Safety Runners
- Patented Super-Steering® for sharper, safer turns
- Streamlined Design and Teardrop Deck
- Strong! Even smallest size can support over 2 tons.

Write for free Flexible Flyer puzzle for fun!

Look for the Famous Flying Eagle

By M. H. 100 U.S. PAT. 1977



S. L. ALLEN & CO., Inc.
489 Glenwood Ave., Philadelphia 40, Pa.
Manufacturers of Spitzke's Skis and Flaxy Racer

T-N-T
POPCORN
for winter nights

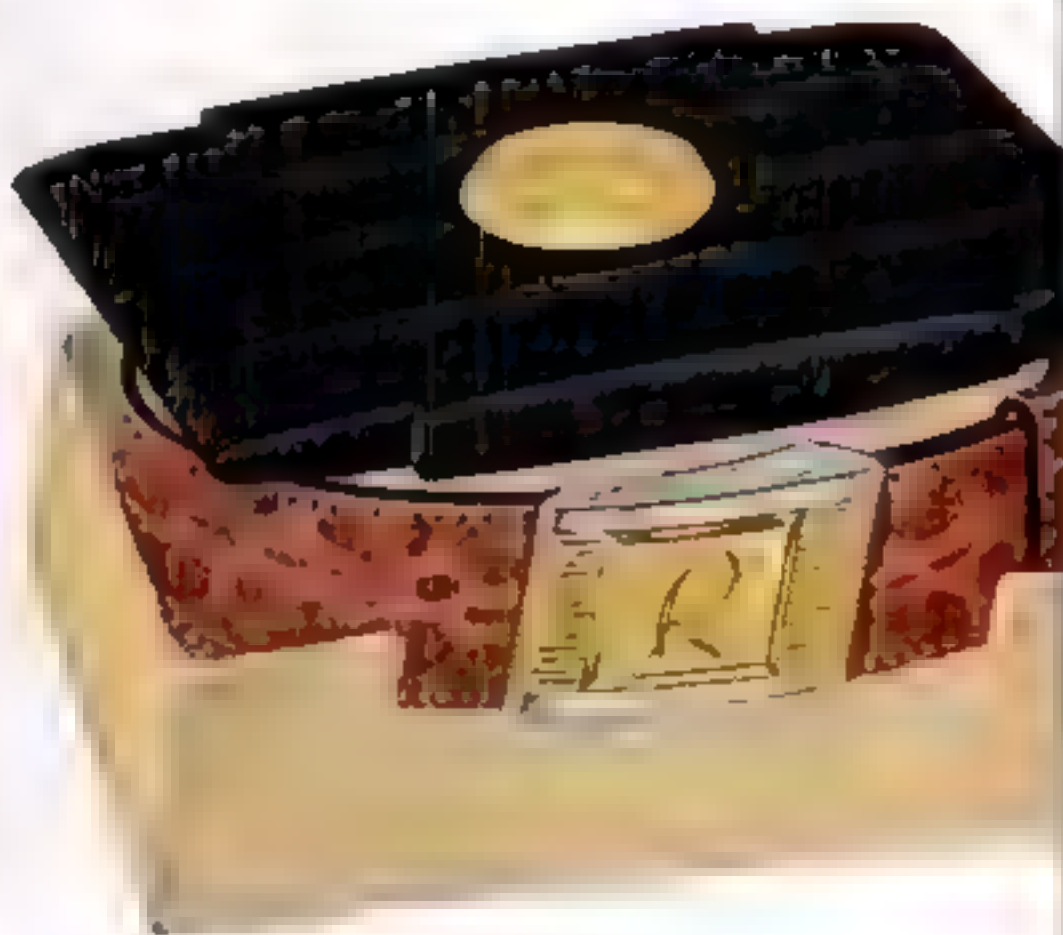
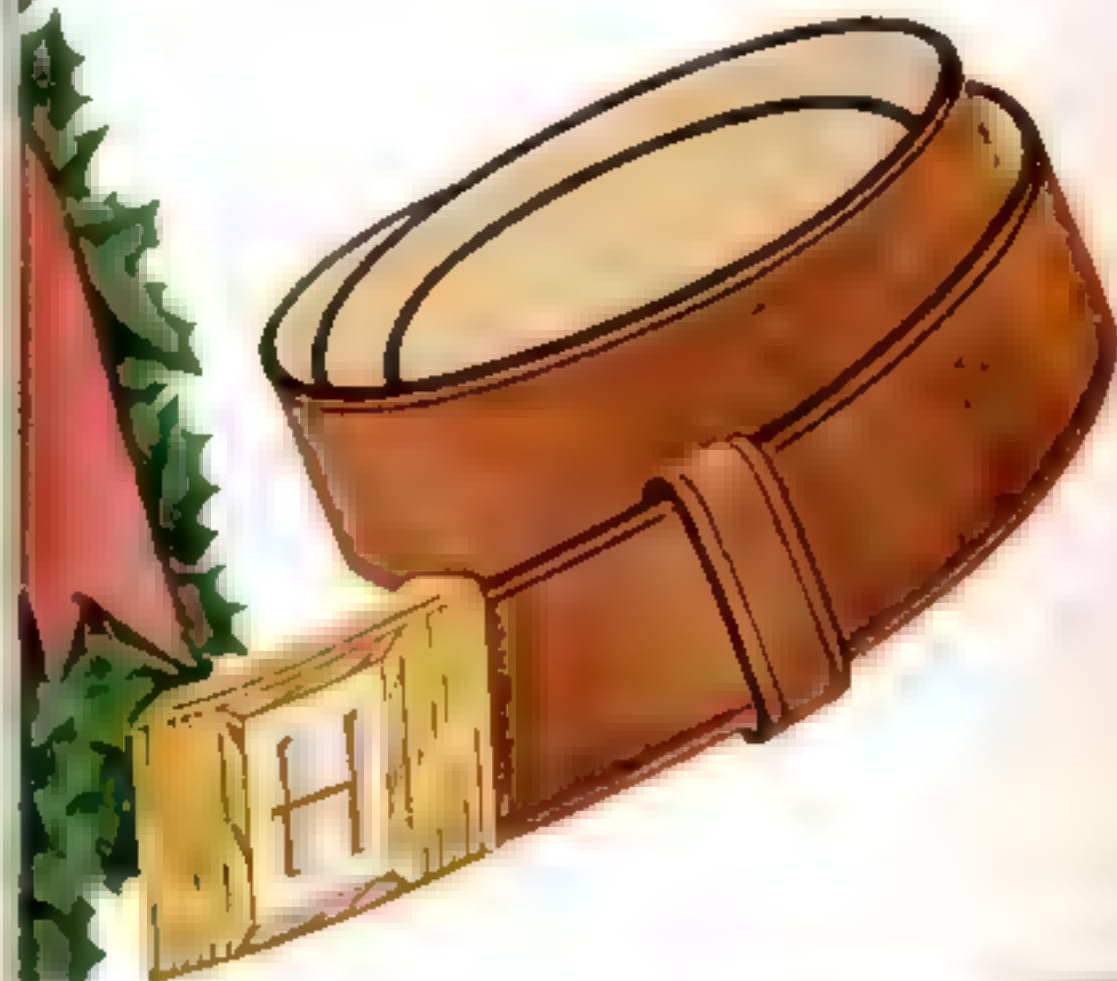
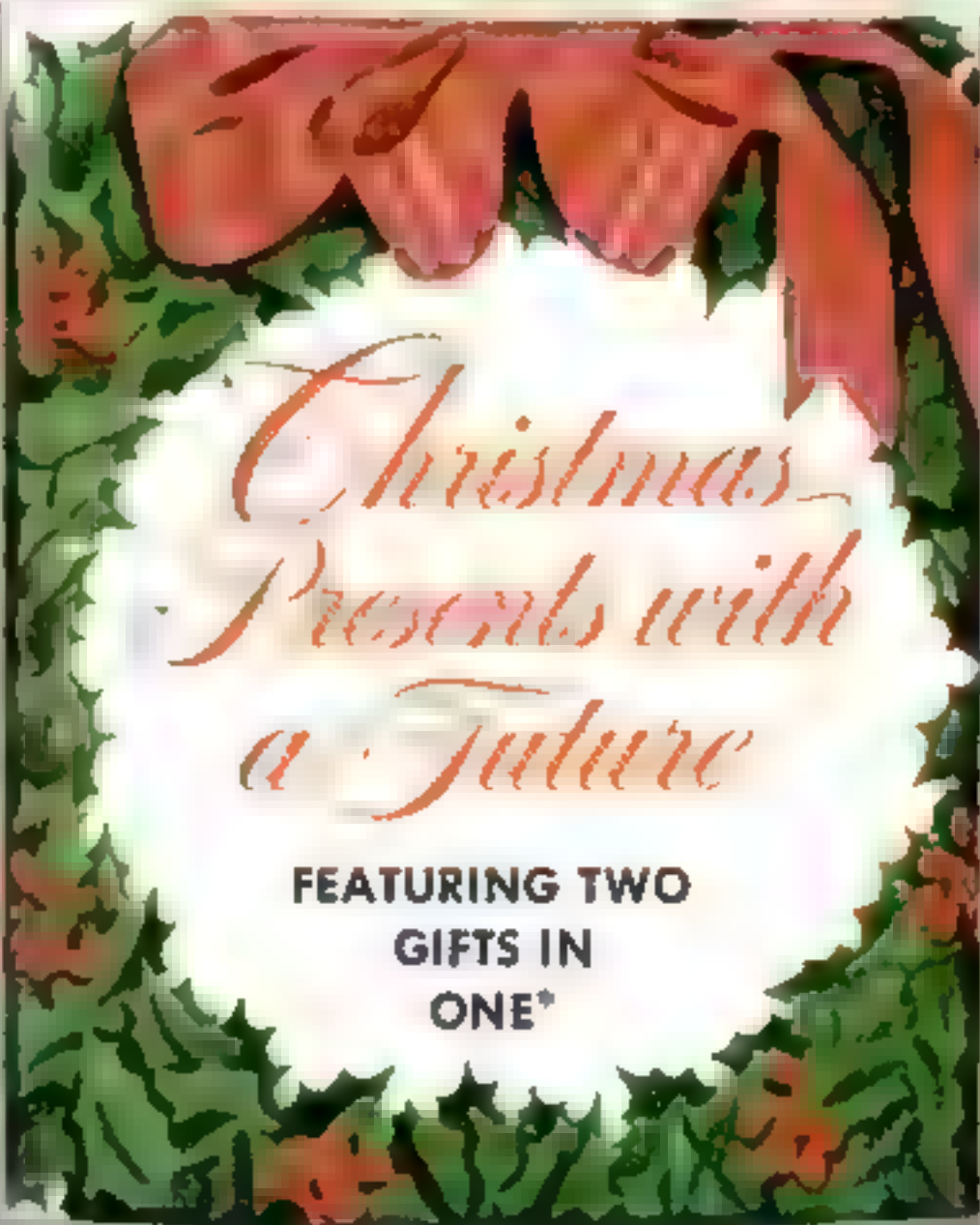
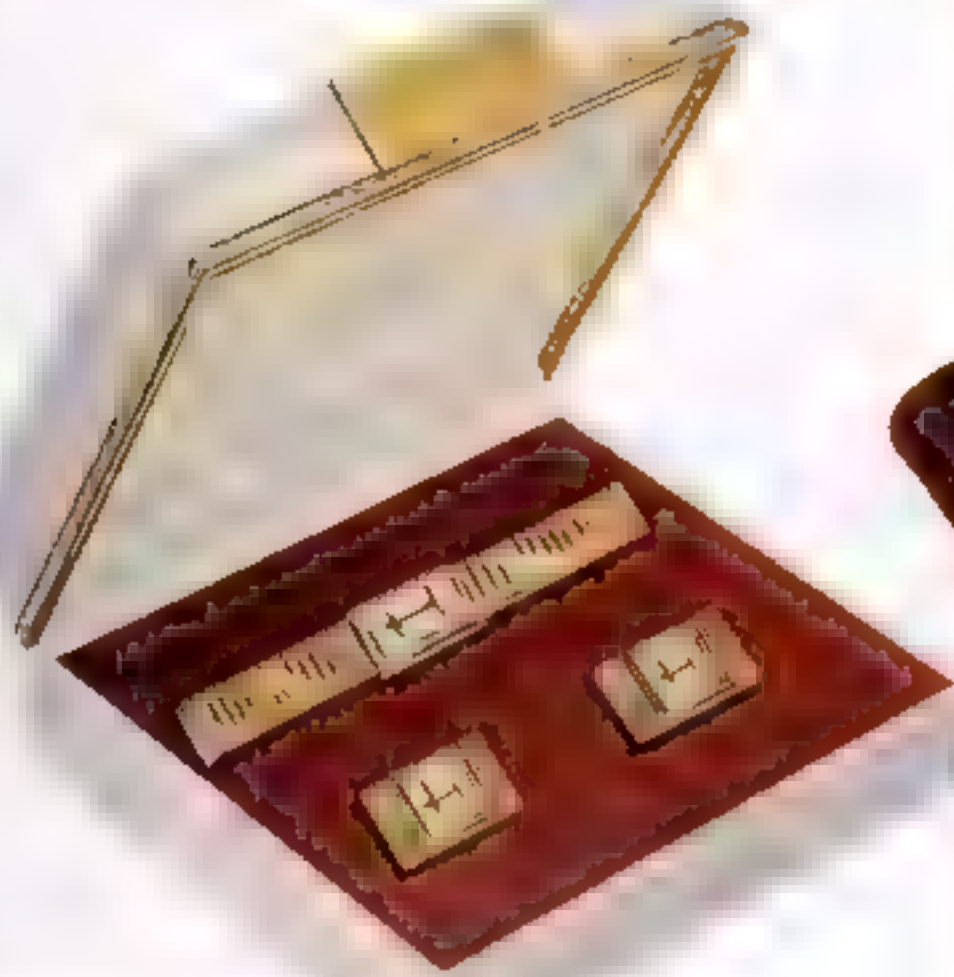


A BEAUTIFUL GIFT...
A WONDERFUL PRIZE...
A MARVELOUS BUY!

Two decks of plastic coated Gainsborough cards—the most beautiful playing cards in the world—packed in a box patterned after an \$1850 solid gold cigarette box. Made of anodized aluminum in silver or gold finish. Here is a playing card gift package that is worthy of any occasion.

About \$3.50 at department and gift stores

E. E. FAIRCHILD CORPORATION
ROCHESTER 2, NEW YORK



- Clockwise, starting lower left:**
- Crocodile Belt, Initial Buckle, Set \$12.00.
 - Fishing Flies in Crystal Clear Mountings, Tie Bar and Cuff Links, Set \$12.00.
 - Nassau Initial Tie Bar and Cuff Links, Set \$5.00.
 - Profile Initial on an Imported Leather Wallet, \$5.00.
 - Cowhide Belt, Initial Buckle, Set \$3.50.
 - Pigskin Belt, Initial Buckle, Set \$5.00.
 - Twin Profile Initial Buckle on Sculptured Leather Belt, Set \$4.50.
- Wallet and Jewelry Prices plus Fed. Tax.*

Quality Style Leadership

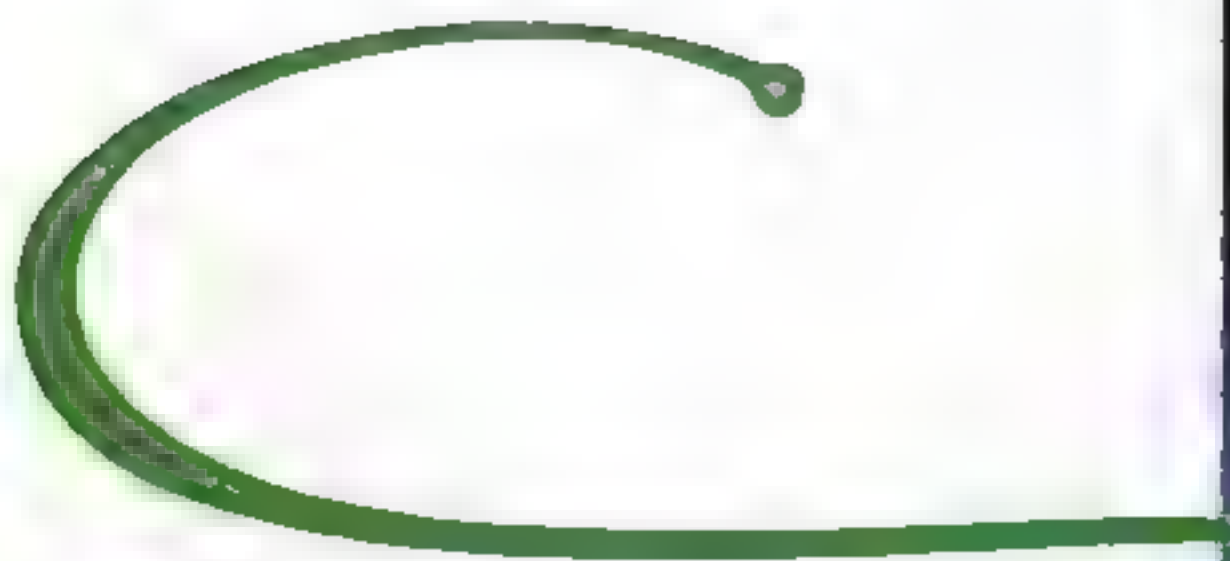
HICKOK



*The Hickok Belts illustrated are 9 ft. packed in handsome plastic cigarette boxes.

© 1940 Hickok Mfg. Co.

BELTS • BUCKLES • JEWELRY • WALLETS • SUSPENDERS



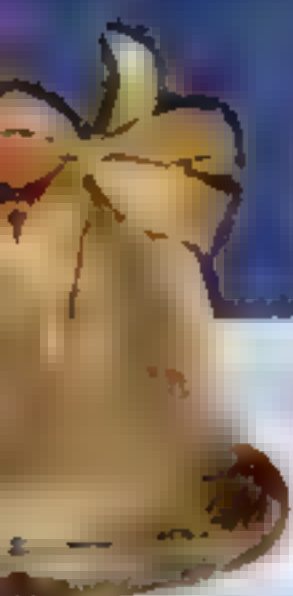
Wherever fine perfumes are sold you'll find these and many other adorable gifts in your favorite Coty fragrance

L'ORIGAN • L'AIMANT
EMERAUDE • "PARIS"
MUGUET DES BOIS



ALL PRICES PLUS TAX
Compounded and Copyrighted by Coty, Inc. in U. S. A.

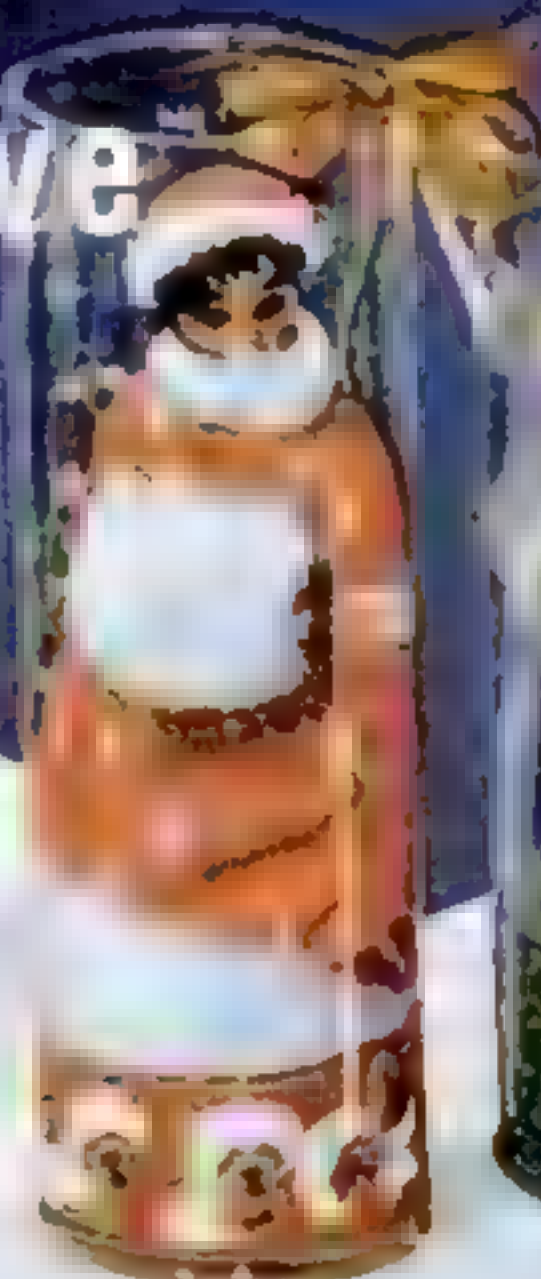
fragrance makes it festive



Cygnet Trio 500



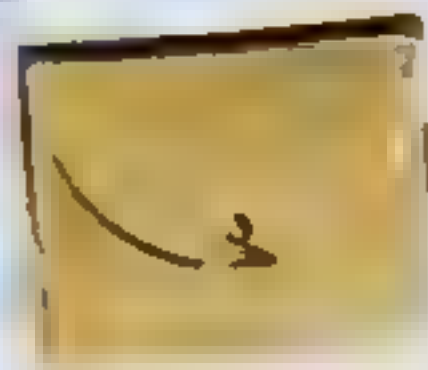
Cygnet Duo 325



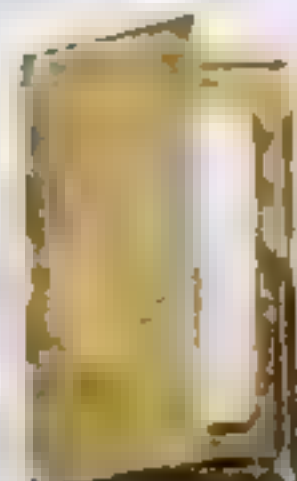
Mam'selle 500



Gigi 395



Envelope Vanity 500



Memo Vanity 500



Fragrance Bar 500



Crystal Slipper 350



Golden Slippers 600



Makeup Duo 200



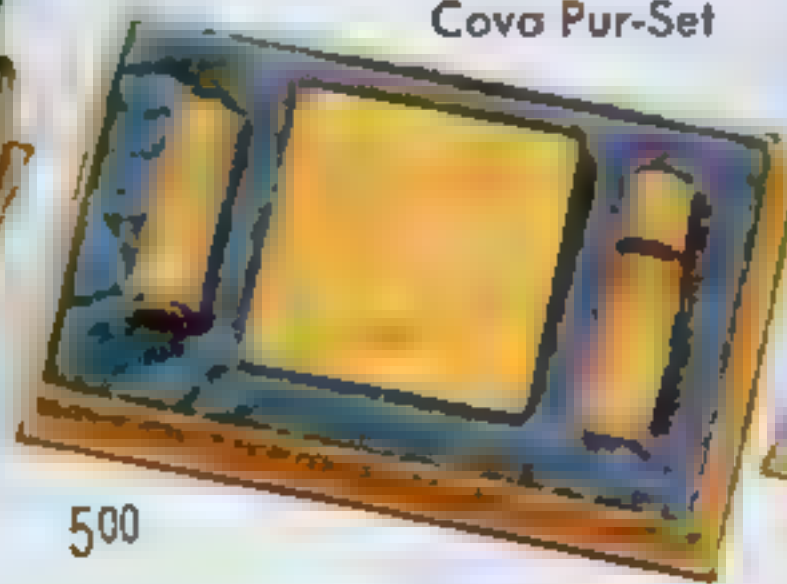
Muguet des Bois Boudoir Set 450



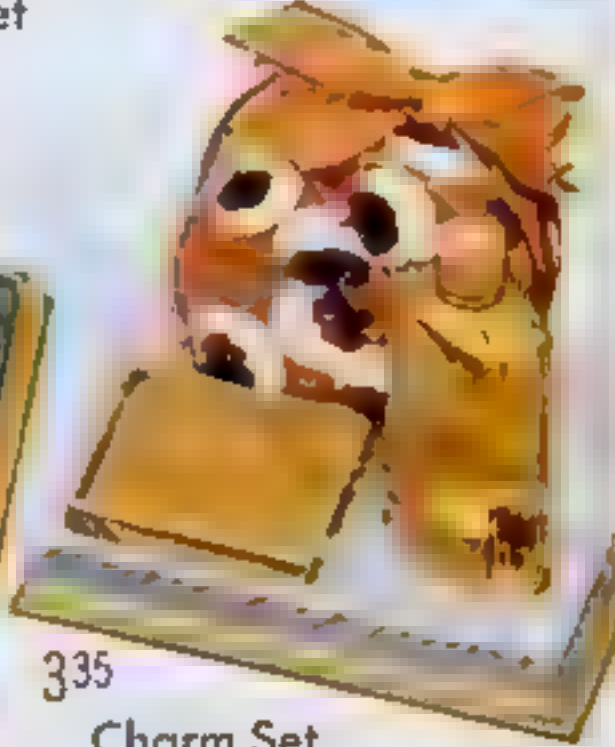
"Best in the World" 350



Bath Set 275



500



Charm Set 335

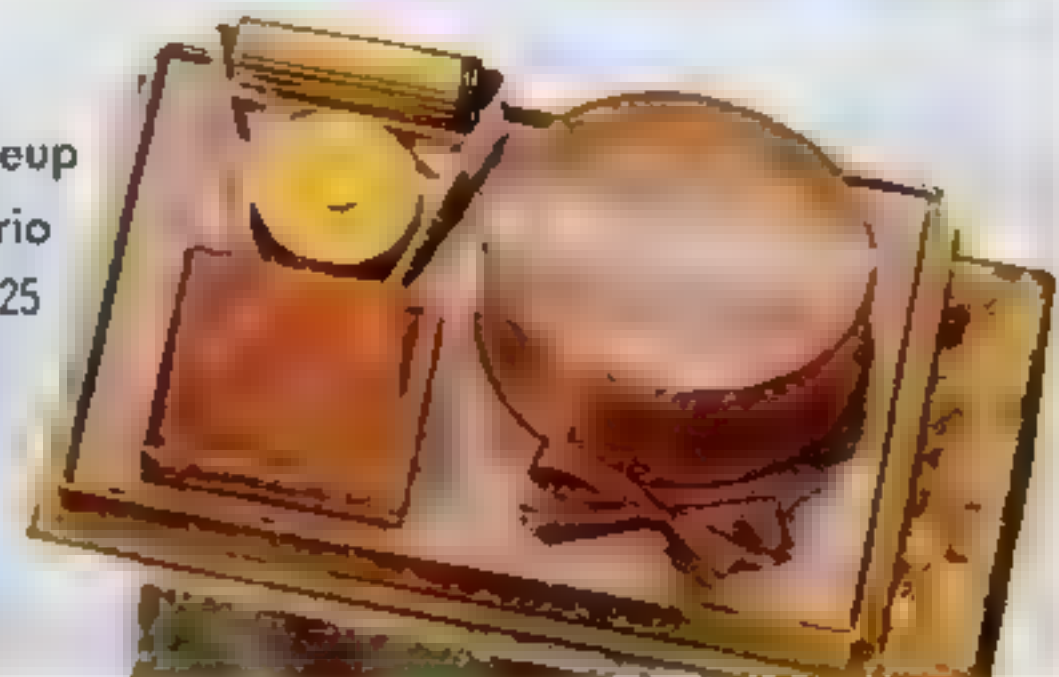


Cova Vani-Set 300

Muguet des Bois Deb Set 225



Makeup Trio 325



Pick
 up
 all
 from
 the
 TRIFARI
 tree
 of
 dreams



Jewels by

TRIFARI

From the top of the tree down: "Lucky Clover" Pin and Earrings \$5.00 each. "Forbidden Fruit" Bracelet \$10.00, Necklace \$7.50, Earrings (not shown) \$7.50. "Diadem" Necklace \$20.00, Matching Earrings (not shown) \$15.00. "Coronet" Necklace \$7.50, Matching Earrings \$7.50, Cuff Bracelet \$10.00. "Golden Maze" Necklace \$5.00, Bracelet (not shown) \$4.00, Earrings (under the tree) \$4.00. "Jeweled Symphony" Bowknot Pin (under the tree) \$25.00, Matching Earrings \$15.00. Tax Extra.



CONVENTIONAL 82-TON B-60 (LEFT) HAS CREW OF TEN, 6,000-MILE RANGE, DOES 400 MPH. THREE-MAN 92-TON B-47 HAS 3,000-MILE RANGE, DOES OVER 600 MPH



ON TAKE-OFF, THE B-47 CAN GET A TREMENDOUS SURGE OF POWER FROM 18 ROCKET UNITS WHICH, SPEWING WHITE VAPOR, SEND IT INTO A STEEP CLIMB



ON LANDING, THE B-47, DOING SLIGHTLY OVER 100 MPH, THROWS OUT A PARACHUTE FROM ITS TAIL TO HELP THE REGULAR WHEEL BRAKES SLOW IT DOWN

B-47 SWINGS AIR WAR BALANCE TO OFFENSE

The ever-shifting balance between the military offense and the defense is once again changing in aerial warfare. In 1943 the German fighters had such an edge on U.S. bombers that bombing offensives began to produce prohibitive losses. The U.S. met this by piling more and more machine guns on the bombers and later providing long-range fighter escort. With the jet the fighter again got the upper hand. Now aerial offense has a chance to regain its edge with a swept-wing jet bomber, the B-47 Boeing Stratojet.

The B-47 has only one gun. Its main defense against jet fighters is the great speed its six jet engines give it—well over 600 mph. In 1949 an experimental model flew nonstop 2,289 miles across the U.S. in 3 hours, 46 minutes, averaging 607.8 mph. Though it has 18 miles of wiring, the B-47 needs only three crewmen to operate it. Bombing and navigation are done completely by radar, and the gun, placed in the tail, is electronically fired from the cockpit.

Work on the B-47 experimental model was

started in 1946 and the first flight made late in 1947. Only this summer did really large orders—exact numbers are secret—come from the Air Force. Today Boeing assembly lines at Wichita, Kan. (pp. 158, 159) are working on two 48-hour shifts, and a new bigger, faster, longer-range B-47 is being planned. The Stratojet is designed not for intercontinental missions but for flying from advanced overseas bases. From these, few potential targets will be beyond the reach of the atom bomb the plane is built to carry.

THE ORIGINAL AND ONLY

By *Welsh* "BOODLE BUGGY"



*Mommie and Sis
share the fun when Each has a
"BOODLE BUGGY!"*

A DOLL CARRIAGE...A BABY CARRIAGE, BOTH HAVE
THE SAME FEATURES...CONVERT INTO A TRAVEL BED
OR BASSINET. EASY TO FOLD, PACK AND STORE!
At Leading Stores

WELSH COMPANY
World's largest manufacturer of folding baby carriages
1535 S. EIGHTH ST. ST. LOUIS 4, MO.

Slumber
Sax

The ideal gift for every woman

For her sleeping and
lounging pleasure...
soft and warm as a
cuddly kitten, in beau-
tiful pastel shades,
washable, popularly
priced...at leading
department stores
everywhere.

Reliable

Ind. dually
Gift Boxed

RELIABLE KNITTING WORKS
MILWAUKEE 5, WISCONSIN

BLUE JAY SAY:
"Quick CORN
Relief!"



REMOVES CORNS QUICK

AMERICA'S No. 1 CORN PLASTER

GET DELICIOUS COUGH* RELIEF!

The "World's Best-Tasting
COUGH MEDICATION!"

1. Luscious Wild Cherry flavor
that tickles your taste.
2. Smith Brothers exclusive
cough medication that
brings real cough relief.

*due to colds

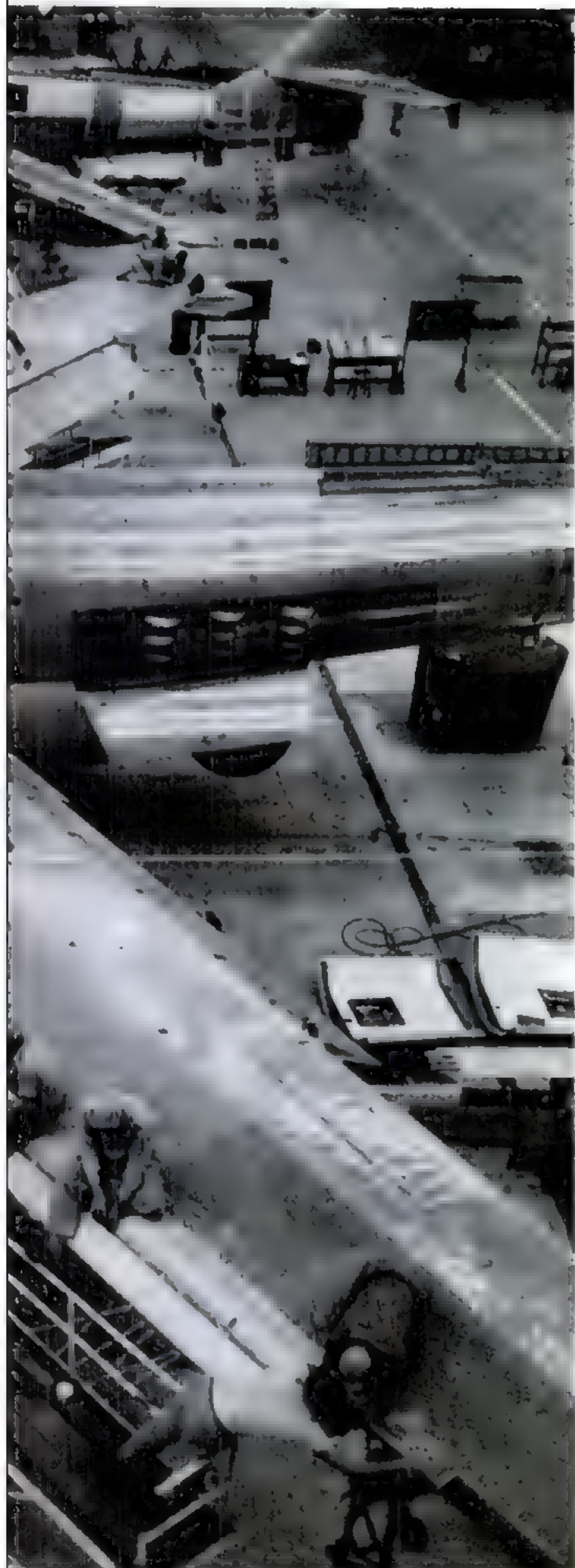


STILL
ONLY 5¢

SMITH BROTHERS WILD CHERRY COUGH DROPS



ON ASSEMBLY LINE inspectors swarm over wing of a nearly completed B-47. Due partly to the necessary precise work and to its complex electronic



equipment, a B-47 costs \$4 million against \$1 million for the B-29 of the same size. On fuselage behind wing are holes for nine rocket units used in take-off.

CONTINUED ON NEXT PAGE

Glamour Girls or Grandmas...



They all want
Folding
Umbrellas

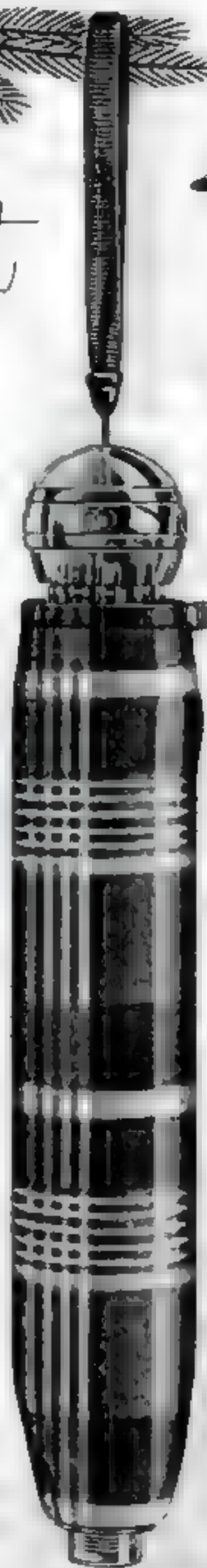
with the unbreakable

MARVEL
Double Rib
FRAME

• No gift problem, no puzzling about sizes, no age-limit! A folding umbrella is the perfect, year 'round gift for glamour girls, career women, homemakers, rocking chair or gadabout grandmas. But make sure it has a Marvel frame with the round double ribs guaranteed not to break, buckle or cut the fabric—despite rain torrents or whipping winds.

12-inches long—fits into purse or overnight bag... opens to full-size. Closes in a jiffy... automatic-lock handle eliminates floppy ends. In sheath or full-length and uncovered, it always looks smart.

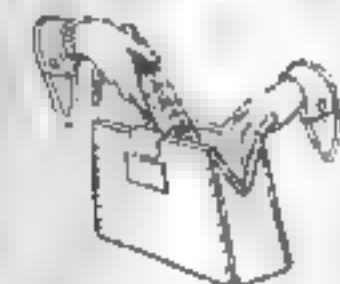
Superior jewelry-crafted construction; 31 patented features, including rust-proof brass joints, double-protection plating. Styles for men and women, at leading stores in U. S. and Canada. \$8.98 up.



Opens and closes in a wink, won't blow out or cave in.



Exclusive automatic lock in handle eliminates loose, floppy ends when carried full-length.



Only 12 inches long when folded! Fits in bag or pocket. So handy... so smart.

Make this a **MARVEL**
Folding Umbrella Christmas!

American Folding Umbrella Co., Long Island City, N. Y.

NULLO

**KILLS BODY ODORS
AND BAD BREATH!**



**NEW PILL STOPS ALL
FEAR OF OFFENDING
IN CLOSE CONTACT!**

Take It Like A Vitamin!

Never "back away" from close contact again. Just take one or two Nullo tablets daily and no amount of rushing or nervous excitement can produce the slightest body odor. Women's special odor problems—during "difficult" periods, for instance—are stopped! You'll notice even socks and underwear have no odor when you take Nullo.

Easy to Carry! Easy to Take!

For bad breath, chew Nullo. Even garlic, alcohol, and tobacco are no match for Nullo. Try it today! If not delighted, your money back.

THE DE PREE COMPANY
Holland, Michigan
Established 1906
Manufacturers of Nurse Brand
Drugs and Wheatamin Vitamins

READER'S DIGEST
featured
NULLO

Read what Paul de Kruif says:

(Author of Reader's Digest article)

"Nullo is the consumer-advertised product made according to the Westcott process and investigated and referred to by me in my recent article in the Reader's Digest. It is the only one privileged to proclaim this fact."

Paul de Kruif

Absolutely Harmless

NULLO is made according to standards as reported in the New York State Journal of Medicine by Dr. F. Howard Westcott.



NEW POCKET SIZE 29¢
30 DAY SUPPLY \$1.25
ECONOMICAL FAMILY
SIZE (100 tablets) \$2.95



THREE-MAN CREW of B-47 consists of pilot in front seat, copilot-radio-man-gunner in rear seat and bombardier-navigator who normally sits in nose.



IN FLIGHT B-47 looks more like a fighter than a bomber. Two jet engines are suspended from wing on each side of fuselage and one near each wing tip.

just in time
for Christmas-giving...

AN EXCITING NEW KNIT SHIRT!



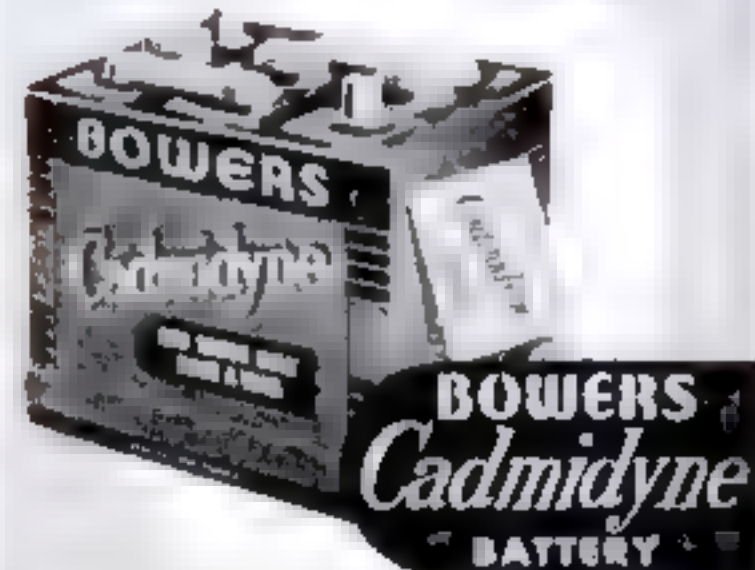
Wonderful to wear because it's all fine combed yarn! Easy to get into because it has a Talon slip front. So handsome because the colors are so brilliant. And practical because it's completely washable and Rob Roy quality all the way through! Give your favorite lads a couple for Christmas! Sizes 4 to 16... about \$1.98

at better stores or write to

ROB ROY COMPANY 1239 Broadway, New York 1

NO MORE NUISANCE • NO MORE WORRY

**ADD WATER ONLY
ONCE A YEAR**



Guaranteed in writing... 36 months or 36,000 miles!

BOWERS Battery & Spark Plug Co. • Reading, Pa.

Cold Sufferers!

**DOCTORS
REPORT
MENTHOL
BRINGS
RELIEF**



Doctors Agree: "Menthol is important in relieving colds." For fast relief, get the cough drop with the most menthol.



AS MODERN AS TOMORROW...

New! Better! Just *Naturally* Colorful!



Would you want this.....when you can have this?

Seagram's *Ancient Bottle* Gin

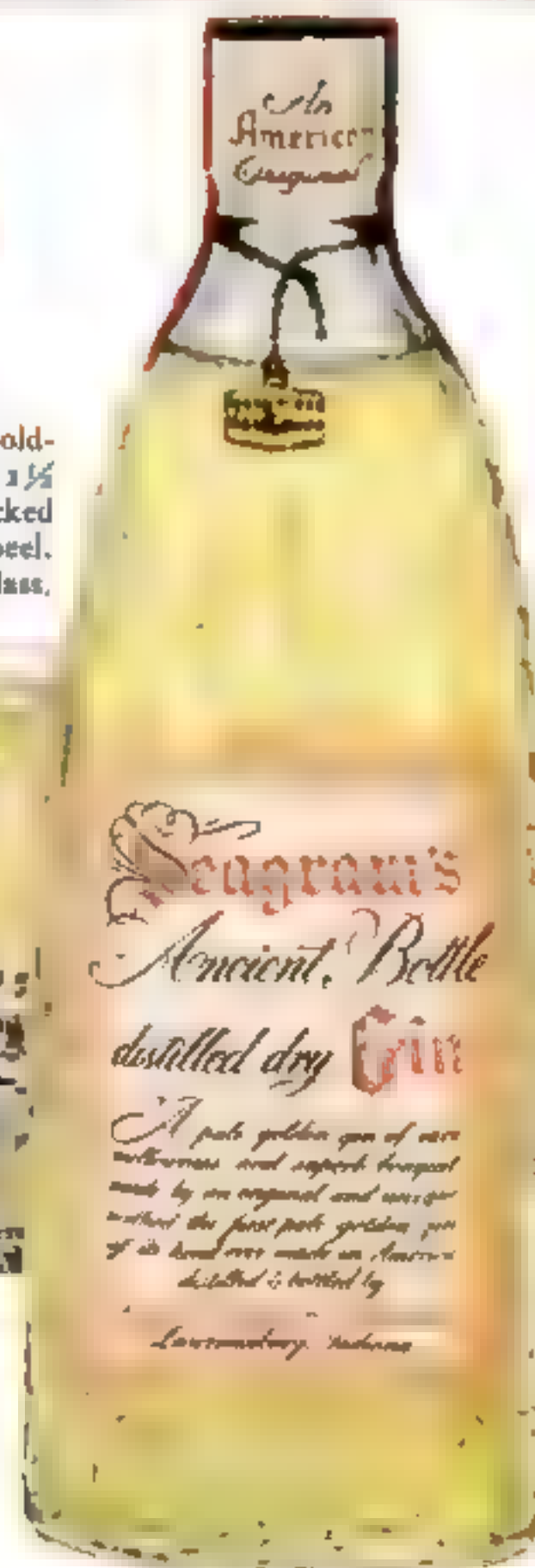
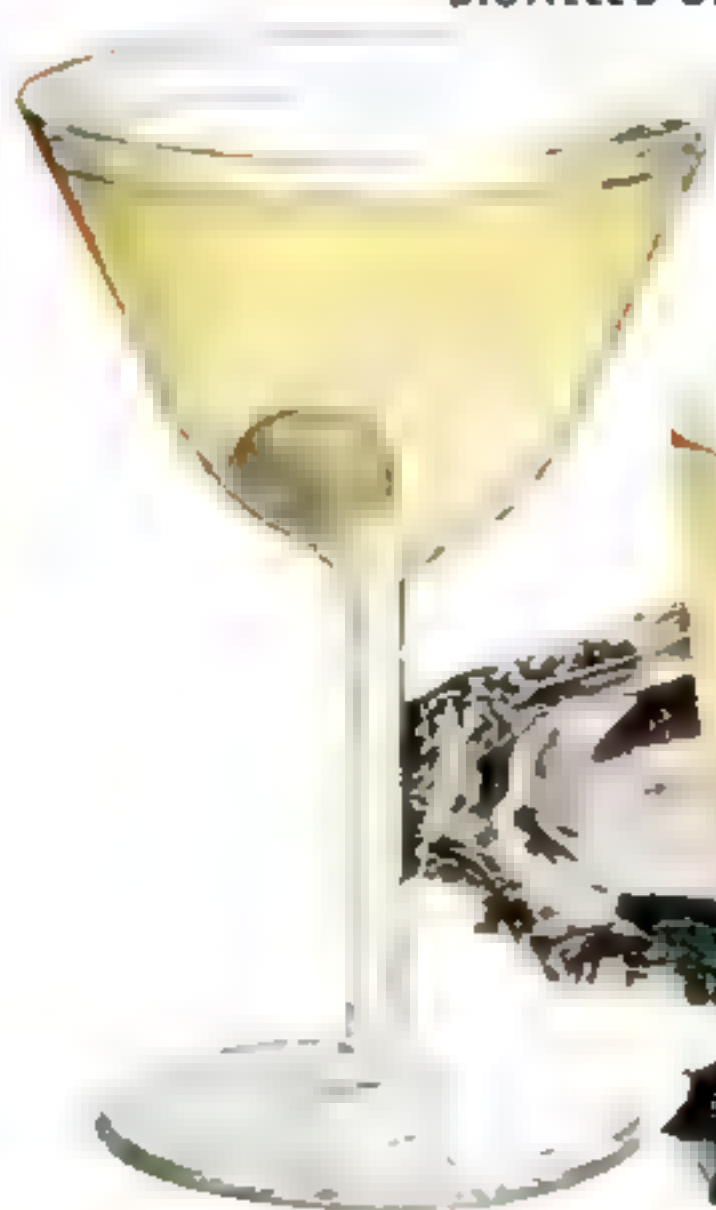
DISTILLED DRY

WONDERFUL TV? Yes! And what's as up-to-date as the newest television console? Seagram's Gin.

Research and scientific know-how combine to produce a finer, unique gin —by leisurely methods of distilling—patiently and deliberately!

Result? Seagram's Gin is naturally *golden* and so smooth and blendable it makes the most *delicious* gin drinks. Make your Martinis as *dry* as you'd like with *smoother* Seagram's and, for a *special* treat, offer your Holiday guests a Golden Mist!

GOLDEN MIST: Here's a cold-weather Holiday treat. Pour 1 1/4 ozs. Seagram's Gin over cracked ice. Add a twist of lemon peel. Serve in an "old-fashioned" glass.



A MODERN AMERICAN ORIGINAL

The first Basic improvement in Gin in over 300 years

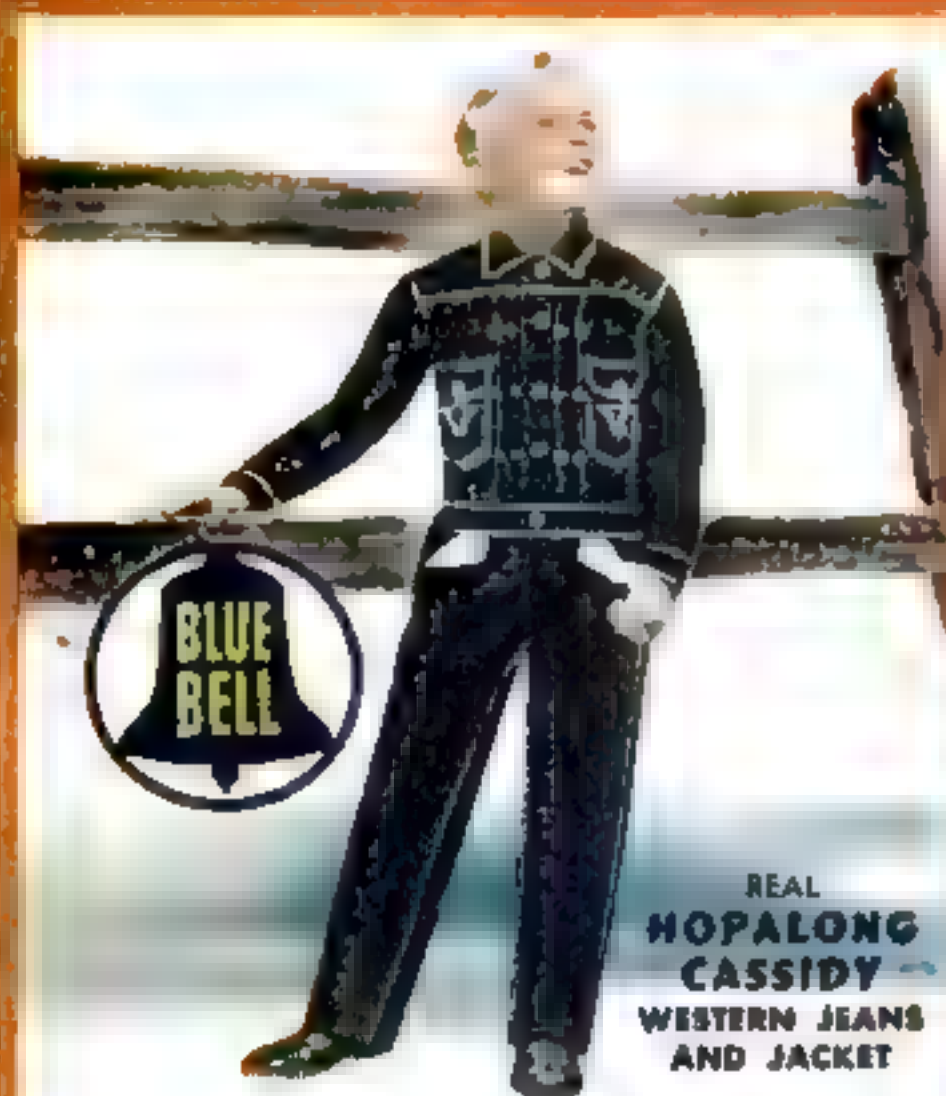
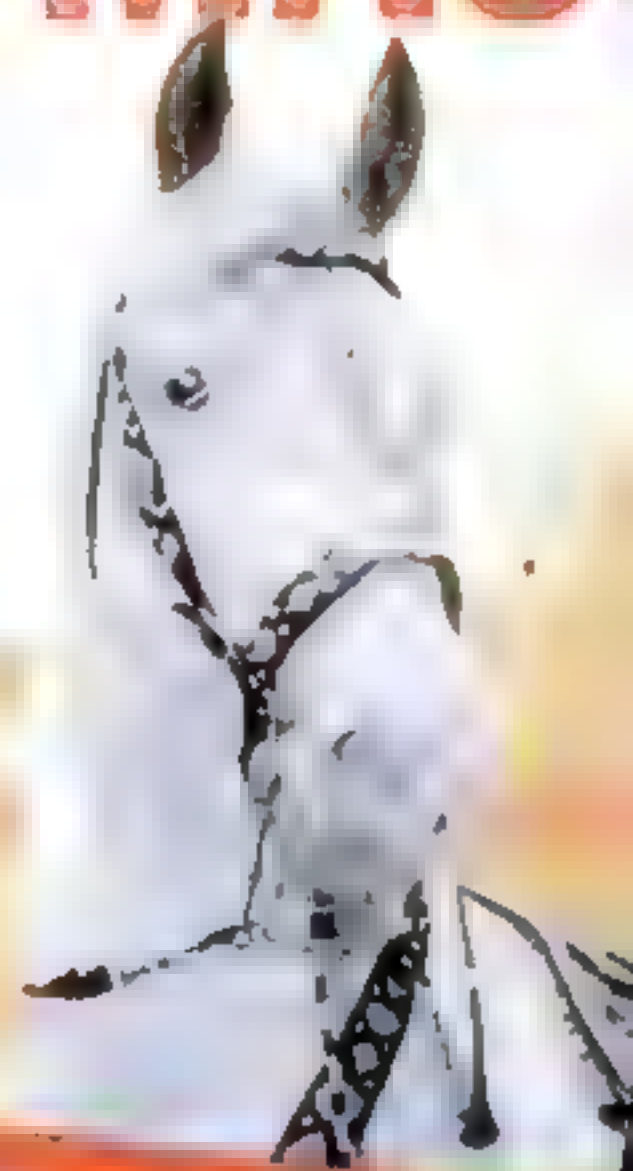
DISTILLED FROM AMERICAN GRAIN. 90 PROOF. SEAGRAM-DISTILLERS CORPORATION, NEW YORK, N. Y.

Costs more...and worth it!

MAKE THIS CHRISTMAS

HOPALONG CASSIDY

WONDERFUL PRESENTS



**REAL
HOPALONG
CASSIDY
WESTERN JEANS
AND JACKET**

In 9-oz. back Sanforized denim. Secret pocket in jeans, two frontier front pockets with button-down flaps. Zipper closure. Jacket has pleated front, pleated yoke back, adjustable buckle & ties. Jeans sizes 1-14 \$2.98 Jacket sizes 4-14 \$3.29 Made by Blue Bell, Inc. World's Largest Producer of Work Clothes

HOPALONG CASSIDY SOCKS



**"HOPPY"
SLIPPER
SOCKS**

Two colors,
sizes 6 to 10
\$2.95 pair.

Guaranteed strong like Hopalong™
Fine long-wearing mottorized con-
struction, reinforced at points of wear

heavy
sportweight,
six colors,
sizes 6-10 1/2
39¢ a pair

six colors,
sizes 4 to 6 1/2 39¢ pair.

100% wool,
hand sewn
fluorescent
color de-
corations
jacquard
patterns
capi-
skin sidewall
wedge leather sole

MAKE BATHING FUN FOR JUNIOR with a HOPALONG CASSIDY BATH ROUNDUP by DAGGETT & RAMSDALL



Now your little Buck
arm will love to take a bath.
Give him two large boxes of Pine
Bubble Bath with brightly colored pic-
tures of Hoppy—plus a sculptured cake of pure
casside soap in the shape of Hoppy's famous horse,
"Topper". All three, and trading cards, too, for junior
cowhand collections, crammed in one attractive, colorful package.
\$1.00 plus fed. tax.

OFFICIAL HOPALONG CASSIDY SHOCK-PROOF WRIST WATCH

Chrome bezel, grey dial with illustration of
Hopalong Cassidy. Red hands and num-
erals, black leather cowboy strap. Each
watch signed with a personal mes-
sage from "Hoppy". Regular
\$4.95 plus fed. tax. Small (as
shown) \$6.95 plus fed. tax.



HOPALONG CASSIDY ALARM CLOCK

In shiny black. Grey
dial with illustration of "Hoppy" and "Top-
per". Red numerals and hands, 40-hour all-
metal movement. \$2.95 plus fed. tax.

HOPALONG CASSIDY JEWELRY FOR YOUNG AMERICA by

Anson



Hopalong Cassidy Horseshoe Tie Slide, \$1.50



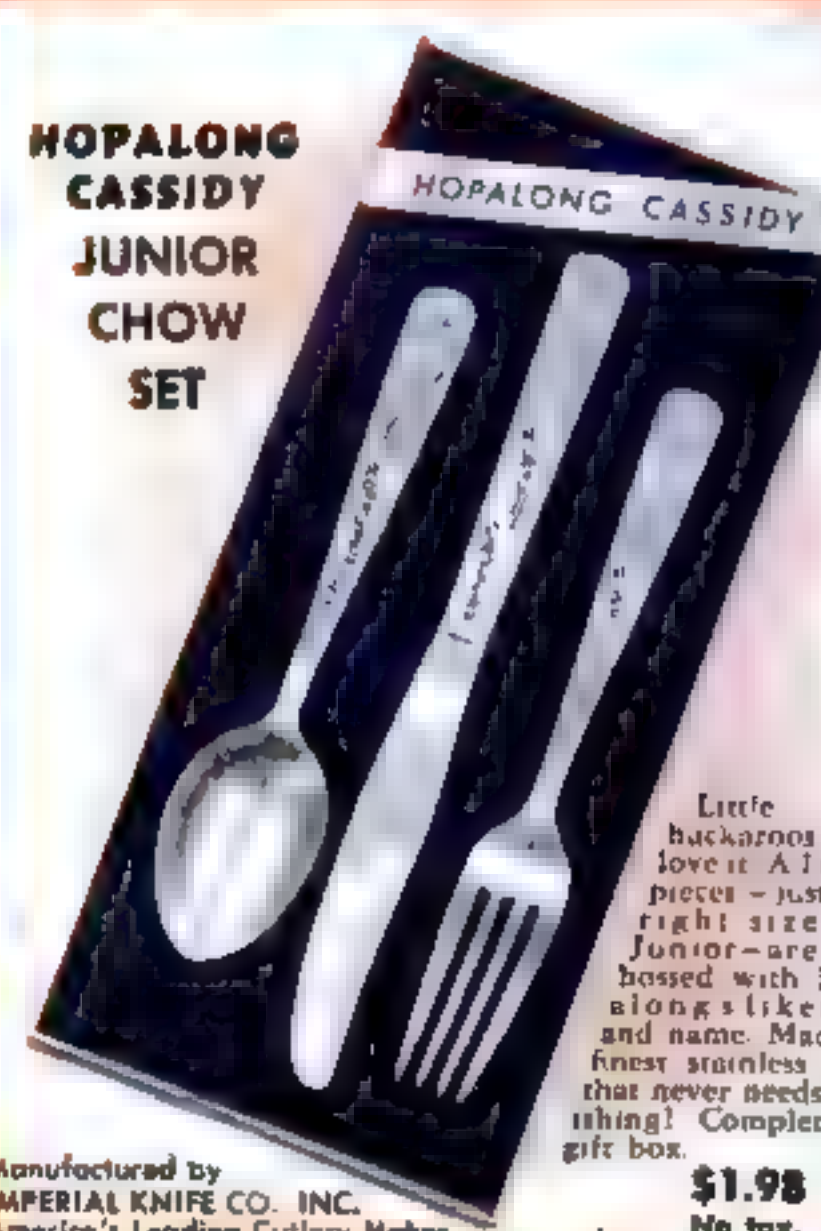
Hopalong Cassidy
Pistol Tie Slide
\$1.50

Sterling Silver Hopalong Cassidy
Identification Bracelet \$2.50

All items
gift-boxed.

all prices
plus tax

HOPALONG CASSIDY JUNIOR CHOW SET



Little
backrooms will
love it. A three-
piece set—just the
right size for
junior—are em-
bossed with Hop-
along's likeness
and name. Made of
finest stainless steel
that never needs pol-
ishing! Complete in
gift box.

\$1.98
No tax.

Manufactured by
IMPERIAL KNIFE CO. INC.
America's Leading Cutlery Maker.

HERE'S A READY-MADE CHRISTMAS LIST

A "HOPPY" HOLIDAY!

GIFT ROUND-UP

FOR BOYS AND GIRLS



OFFICIAL HOPALONG CASSIDY RADIO

by Arvin



\$17.95

Specially designed for Hoppy fans—a real, big-performing radio! It's a 4-tube beauty in fire red or jet black with silver trim. And don't worry if it gets knocked off the table, partner. The cabinet's crash-and-shatter proof! Clever new Larkenna too. Year's guarantee.

ARVIN INDUSTRIES, INC. Columbus, Indiana

OFFICIAL HOPALONG CASSIDY SLICK-UP KIT

Designed to take plenty of wear! Shaped like a saddle bag, chock-full of all the Hoppy things Junior needs to look neat & tidy inside. A Hoppy pen knife, soap, toothpaste, tooth brush, mirror and picture of Hopalong and Topper, nail file, hair brush, comb and comb case.

\$7.95



Outside, a bright picture of "Hoppy" and "Topper," jeweled and studded. Handy leather wall hang tab.

BARTON PRODUCTS, INC.

OFFICIAL HOPALONG CASSIDY "DEPUTY" HAT

HOPALONG CASSIDY JACKET (style M8109)



Get him a hat just like his hero wears! Pure wool felt with Bar 99 leather slide on chin cord. Two colors \$1.85. The "Sheriff" type, about larger shape for older boys. Embossed Hoppy band. \$2.95. Free a fine, up-to-date picture with every hat. Made by RILEY OF HOLLYWOOD, Blvd. Ages up to 6. Medium Ages 7 to 9. Large Ages 10 to 12.

Surprise him with this practical all-purpose "Hoppy" jacket for school—for play. Suede fannel lined. White vinyl plastic fringe on front and back yoke, white piping. In black gabardine \$6.95. In black & navy blue style #709 (not shown) \$8.95. Sizes 2-12. By GEORGE RUSSELL SPORTSWEAR.

OFFICIAL HOPALONG CASSIDY SHIRT

by LITTLE CHAMP OF HOLLYWOOD

Colorfast, pre-shrunk, embroidered with Hoppy and Topper. Size 11-50 two tone rayon gabardine in seven color combinations. One size.

Size 11-50 \$3.95
TIE GIFT SET by SLICK of Chicago. Ready tied tie and kerchief showing Hoppy and Topper. 11-12 sizes. 2 colors. \$1.50.



Official Hopalong Cassidy WAIST and RING BINDER by FLETCHER. Hoppy walet n' gem on leather, studded. 8 color, embossed green, pinked. With straight zipper. \$2.00. 8 color zipper. \$3.00. Hoppy Ring Binder zipper. 8 color. \$2.00. Hoppy to 6-1 color. Buckle pockets. \$2.25.

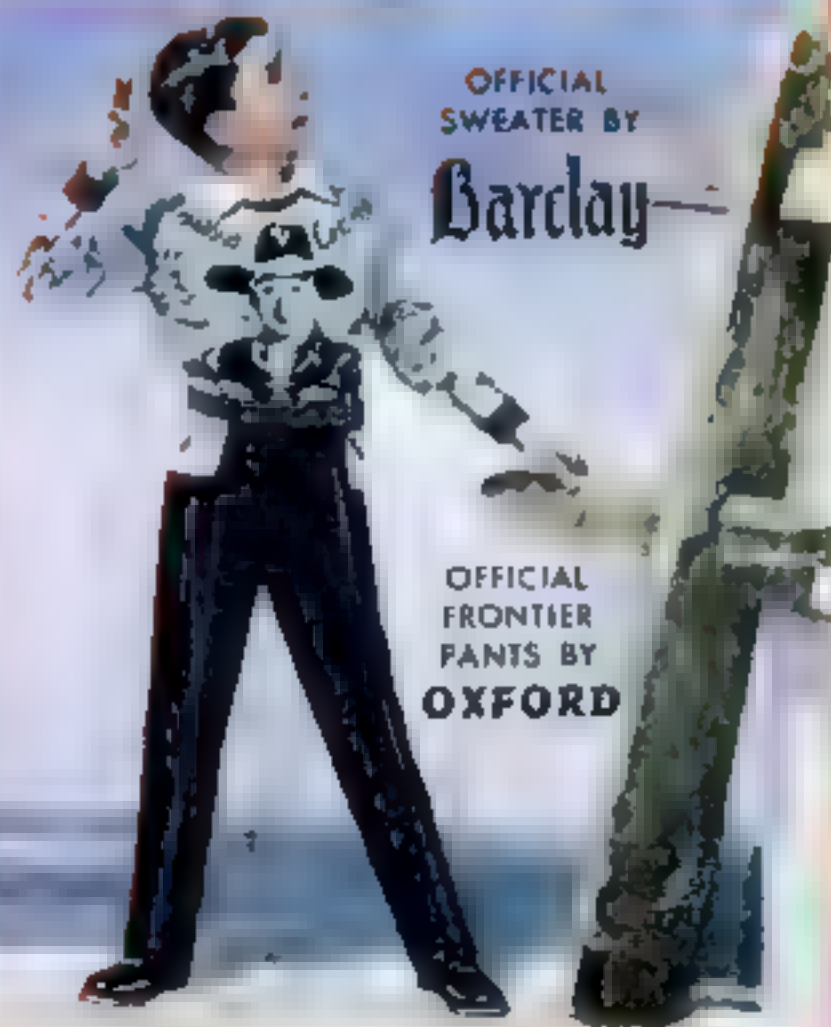
Style H 22 rayon poplin in 2 colors. Size 11-12 \$3.50.

Can't get OFFICIAL HOPPY TIE by SLICK of Chicago. Street head snap. 4 colors. \$1.00.

Official Hopalong Cassidy WAIST and RING BINDER by FLETCHER. Hoppy walet n' gem on leather, studded. 8 color, embossed green, pinked. With straight zipper. \$2.00. 8 color zipper. \$3.00. Hoppy Ring Binder zipper. 8 color. \$2.00. Hoppy to 6-1 color. Buckle pockets. \$2.25.

OFFICIAL SWEATER BY Barclay

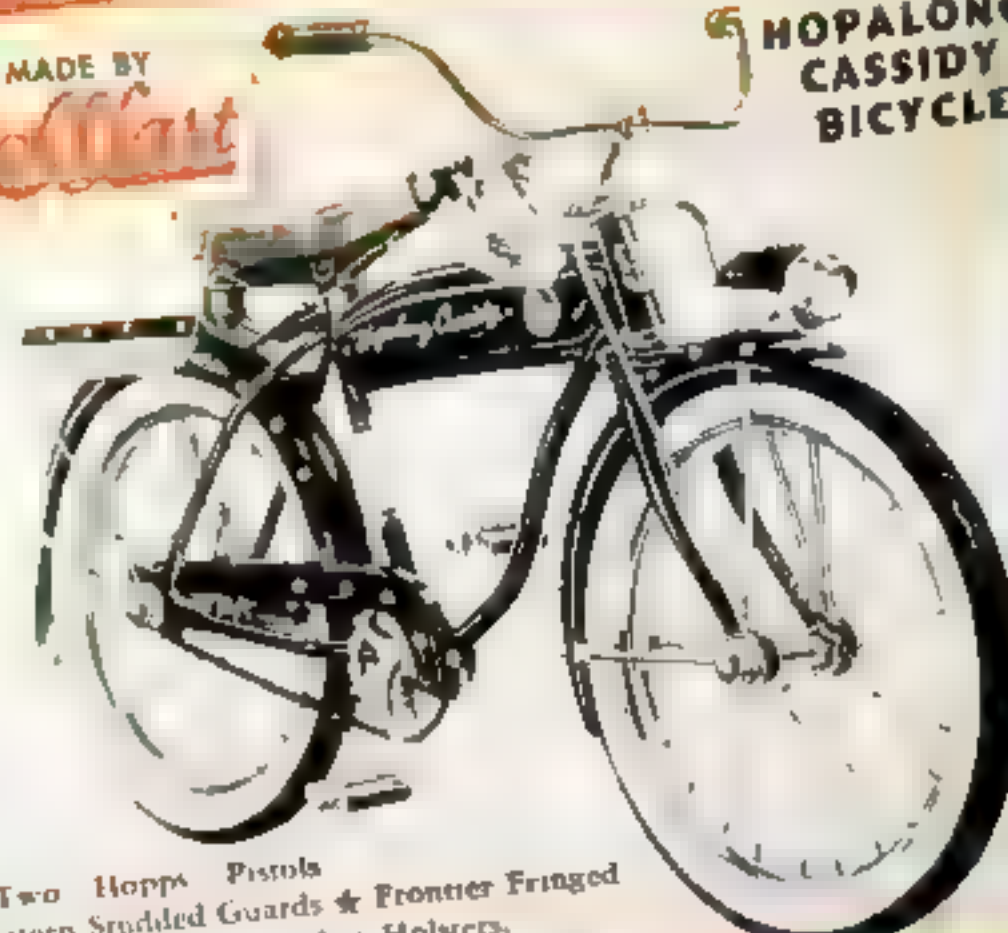
OFFICIAL FRONTIER PANTS BY OXFORD



HOPALONG CASSIDY. Portrait of Hoppy, knitted into front and Topper knitted into back. Toned to 1 combinations. Sizes 2-12. \$3.95. AUTHENTIC FRONTIER PANTS. Hopalong, U.S.A. Is an all-weather on pocket. In 1 color. Size 2-12. \$5.95. Hoppy. 6-12. \$8.95. In 2 colors. Fine cotton gabardine. 12. \$4.95. Hoppy. 6-12. \$5.95. In 2 colors.

MADE BY Rollfast

OFFICIAL HOPALONG CASSIDY BICYCLE



★ Two Hoppy Pistols ★ Western Saddled Guards ★ Frontier Fringed Carrier ★ Genuine Leather Holsters. Plus other famous Rollfast quality features.

TAKE IT "HOPPY" SHOPPING WITH YOU!



*Give him 11 ounces of youth
for Christmas.*

*Give him what you know he'll like! It's a fact that,
year after year, more and more men who like to keep
—their weight down, their hair on,
and their appearance up, take to using
Williams' Aqua Velva — the world's
most popular after-shave lotion. Here's 11 ounces of it,
a bountiful six months' supply,
in a quietly handsome gift bottle.*



Tall, tireless Norman Rockwell uses his Vermont neighbors as his models. His magazine paintings have a homespun authenticity that has made his work one of America's best loved institutions.



Burgess Meredith, red-headed dynamo of the stage and screen, this year added another leaf to his laurel wreath for his staging of the comedy hit "Season in the Sun."

LIFE



IN 1948 SHE WAS ON "LIFE'S" COVER

COLLEEN MEANT WHAT SHE SAID

**Movie star who quit her career
takes up a new one in religion**

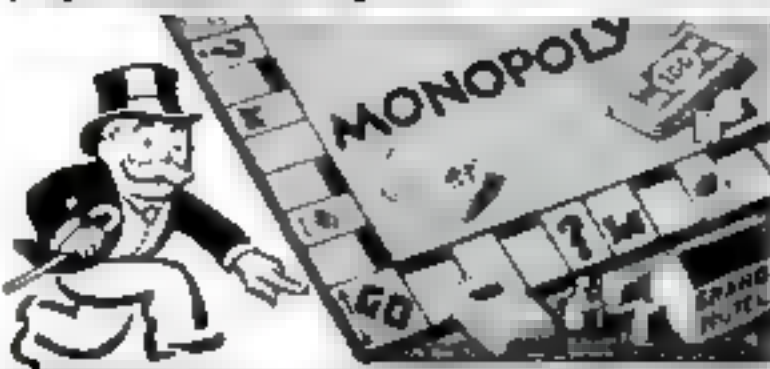
Two and a half years ago LIFE ran a story entitled "The Big Build-up," showing how Hollywood creates a new movie star. The subject of the story was a promising young actress named Colleen Townsend, whose picture appeared on the cover of the issue (above). Subsequently Colleen Townsend was given starring roles in two pictures. Then last January, just as she seemed set for a big future in movies, Colleen abruptly announced she was leaving the movies to devote her life to Christian work. Hollywood could hardly contain its surprise.

To Colleen there was nothing surprising in it at all. She had been active in the Hollywood Presbyterian Church (LIFE, Jan. 10, 1949) ever since the pastor's son, Louis Evans Jr., whom she had known in high school, brought her to church one Sunday. For more than a year she had been thinking of working full time for the church. When her contract with 20th Century-Fox came up for renewal this year she decided to make a break. During the summer she paid her own way to Europe to work in DP camps. This fall she has been taking courses in religion at a Pasadena college. Last month a religious film starring Colleen was released (p. 168). At the same time Colleen announced her engagement to Louis Evans Jr. She and the pastor's son will be married this month and live near San Francisco, where Louis will finish preparing for the ministry at a theological seminary and Colleen will study to be a Sunday-school teacher.

IN CHAPEL of Hollywood Presbyterian Church, Colleen (second from left, front row) kneels before altar with other members of Celtic Cross, group of young people giving spare time to Christian work.



FAMOUS PARKER GAMES



MONOPOLY

Most popular of the great board games. A world wide favorite. Set. No. 6 at \$3.00; Set No. 8, Popular Edition, always bound in pebbled green \$4.00; Famous White Box set with Grand Hotels, convenient removable Bank Tray, etc. \$5.00.



CLUE UNIQUE DETECTIVE GAME

A New Best Seller. Exciting and of intense interest throughout. A game that would delight Sherlock Holmes. \$3.00



SORRY

An immensely popular Board game, unlike any other, with original moves and thrilling situations. Don't count on victory until the last play. Sorry is full of surprises! \$2.50



MAKE-A-MILLION

A wonderful game. Quick climaxes and exciting play from beginning to end. Thousands of players consider MAKE-A-MILLION the most thrilling of card games. Easily learned. \$1.00

ROOK—America's widely loved card game. \$1.00

CAMELOT—A far better game than Checkers. Easily learned, exciting. Gray-box set \$1.50;

Pictorial board set, a great favorite \$2.00.

CAM is a new quick-playing form of the famous game Camelot. \$1.50

FLINCH—The grand old game. With 160 cards \$1.50

HEX—The Zig Zag game of block and counter-block. \$2.00

TREASURE TRAIL GAME—Great fun! A delightful new game for children. \$1.50

AT ALL DEALERS or by mail from Salem

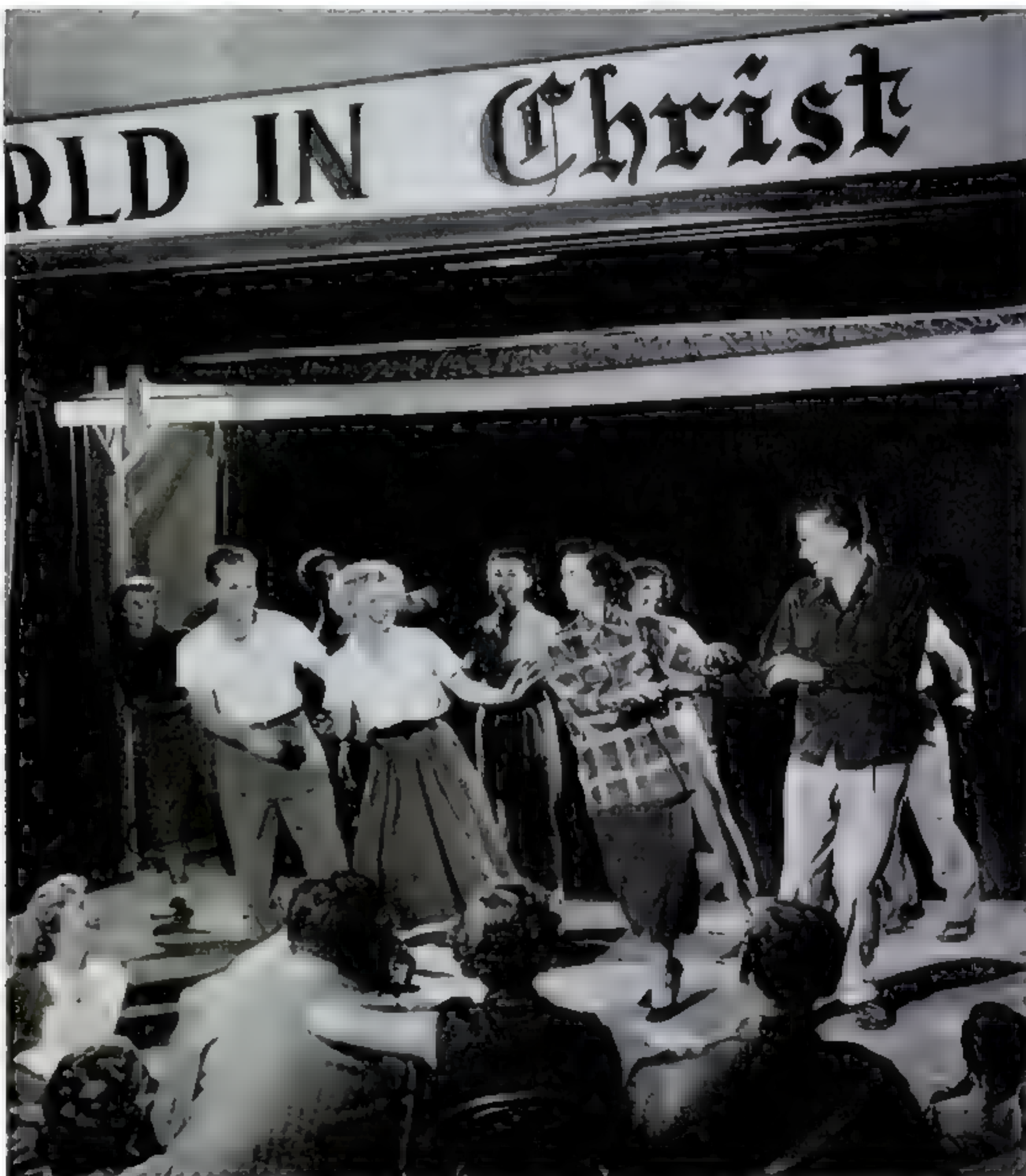
PARKER BROTHERS INC.
SALEM, MASSACHUSETTS
NEW YORK • CHICAGO • LONDON



AT HOME in two-room apartment she shares with mother and stepfather, Colleen reads New Testament before rising.



WITH FIANCE Louis Evans Jr., Colleen enters San Francisco church. He was star high school athlete, calls her "Coke."



WITH CHURCH GROUP Colleen (in checked shirt) rehearses number for show they will put on. Almost every day

after college classes she drives to church in car she bought with movie money, spends rest of day and evening there.

CONTINUED ON PAGE 100

NEW FOR CHRISTMAS...

Camfield

AMERICA'S FINEST Automatic Pop-Up Toaster

DAZZLE 'em on Christmas and every morning thereafter with Camfield's stunning new Automatic Pop-Up Toaster—the toaster that works conveniently from *both* sides of the breakfast table. With a full set of controls at each end, it offers everyone the toast of his choice—light, medium or dark. It's *America's Finest Toaster* and has a beautiful and long-lasting mirror-chrome finish that will look at home with the most costly silver.

THE KING OF Automatic Coffee Makers

YOU'VE certainly picked something that will be used every day when your gift is the glamorous new Camfield Automatic Coffee Maker. *The King* of automatics is the never-failing answer to uncertain coffee-making methods! Fast and accurate, it brews a lot or a little coffee of any desired strength, signals when ready and keeps coffee piping hot indefinitely—all automatically! Its lustrous mirror-chrome finish reflects your own fine taste.

CAMFIELD MANUFACTURING COMPANY • GRAND HAVEN, MICHIGAN



*Perfect for
Giving or
Getting*

FAMOUS FOR BLUE RIBBON APPLIANCES

CAMFIELD

YOU'LL FIND CAMFIELD BLUE RIBBON APPLIANCES AT THE BETTER DEPARTMENT, APPLIANCE, JEWELRY AND HARDWARE STORES.



IN MOVIE COLLEEN (LEFT) AND FATHER (RIGHT) VISIT MIGRANT FAMILY

RELIGIOUS MOVIE AND A MISSION

Soon after Colleen Townsend renounced her Hollywood career, the Protestant Film Commission asked her to act in a movie they were making about religious work among migrant families in California. She promptly agreed. Entitled *Again Pioneers*, the movie, released last month to churches, describes the hostile reactions of a conservative middle-class town to some migrant workers who settle on its outskirts. Colleen plays the part of a young church member who persuades her father, one of the town's leading citizens, to look at the situation with more sympathy for the migrants. In the climactic scene her father tells his neighbors at a town meeting that they cannot ignore the spiritual sickness which produces "shantytowns." Then he and his family leave the meeting. With rare courage, the film's producers have avoided a peaches-and-cream solution and ended the picture right there, leaving the question as unsolved in the film as it is in countless American communities.



IN REAL LIFE Colleen works at mission in downtown Los Angeles, reaching Bible to the men there. This one turned out to know more about the Bible than Colleen did. "He could quote two pages for every quotation I made," she said.



See how exquisitely DELTAH combines soft, glowing simulated pearls with brightly polished 1/20-14K Gold-Filled ornaments and links

that truly have a surface of solid karat gold, assuring rich enduring beauty! High-styled *Golden Opera* necklaces and bracelets are beautifully gift cased, priced from \$9.75, earrings from \$5.50, plus Federal tax... L. HELLER & SON, INC. FIFTH AVENUE, NEW YORK

At Better Jewelers Everywhere



MARINA Necklace in enchanting far gift case, \$17.00
LALMA two-strand bracelets may also be worn as single strand necklace . . . \$13.50
PARISIAN dangle earrings, \$5.50
All prices plus Fed. tax

Let this cheerful whiskey
add to your holiday pleasure

Give... Serve... Enjoy...

Old
Sunny Brook
BRAND

*"Cheerful
as its
Name"*



KENTUCKY WHISKEY—A BLEND 93 PROOF, 65% GRAIN NEUTRAL SPIRITS • NATIONAL DISTILLERS PRODUCTS CORPORATION, NEW YORK, N. Y.



LOOK FOR THIS
WATCHMAN ON
EVERY BOTTLE



This miniature of the famous Virgin and Child window from the Cathedral at Chartres is printed in seven colors especially for **LIFE**

To capture the actual effect of the stained glass original, and to reproduce as faithfully as possible the variety and brilliance of its coloring, LIFE's card will be transparent, printed in seven colors and mounted in a handsome frame.



Traditionally

a part of a Christmas gift of LIFE is LIFE's unique and colorful announcement card. Mailed to all those who are to receive 52 weeks of LIFE as a gift, it is timed to arrive just before Christmas and is hand-inscribed with the name of the giver.

The Friendly Custom of Gustaf Berggren

On the night before Christmas, each of three friends of a Minneapolis glass salesman will place on his mantelpiece an announcement card like that reproduced on the opposite page. This is the fifteenth year they have received a card which said, "LIFE will come to you throughout the year ahead as a Christmas gift from Gustaf Berggren."

Mr. Berggren's friends will welcome the card. "My friends have commented on the attractiveness of the cards each year, and I should like to say that year after year, LIFE's cards are the best looking cards I see anywhere."

Mr. Berggren's friends will welcome the gift of LIFE. "They appreciate LIFE very much . . . they have told me that every year they look forward to receiving it at Christmas time, and they say they wouldn't let a week go by without reading their copy of LIFE. This is the fifteenth Christmas I've given them LIFE, and I intend to go right on."

The LIFE-giving tradition, started by Mr. Berggren and a handful of other readers back in 1936, has taken deep and widespread root. This Christmas, thousands of American families will find LIFE in the pile of presents under the tree, adding to the enjoyment of the day and adding to the pleasure of each member of the family.

And not only does a gift of LIFE bring enjoyment and good wishes at the Christmas season, but *52 weeks of the year*. For here is a gift that magically brings into the home a world of surprise and wonder, of beauty and inspiration, of men and armies and machines and discoveries, of movie stars and mighty minds, of pretty girls and high adventure. It is a gift of pictures and words that brings the parade of people and world events to a standstill before the watching eyes and questioning minds of young and old.

THIS CHRISTMAS GIVE



THE BIG GIFT

ONE SUBSCRIPTION	\$6.75
SECOND SUBSCRIPTION	\$5.00
EACH ADDITIONAL GIFT . . . ONLY	\$4.00

For gifts to Canada add 50¢ per subscription



Charter Subscriber Berggren often browses through some of 733 LIFE's delivered to him since 1936. Above, he looks over first LIFE.



Berggren, shown here completing 1950 Christmas shopping, likes the ease and convenience of ordering LIFE gifts for friends by mail.



LIFE's picture pages are welcomed by all the Berggrens each week. Here, son Paul, daughter Margaret enjoy recent LIFE issue with dad.

Look... it's Tripspeed

Most Exciting
Christmas Gift
Since 1896



The Amazing New Conversion Unit by **NEW DEPARTURE**
That Gives You the Thrill of

3-Speed Bicycling

YES, "Tripspeed" bicycling is here, and in time for Christmas . . . the greatest advance in cycling since the invention of the coaster brake more than a half century ago!

With Tripspeed you can shift gears on your bike just as you would in a car. With just a flick of your finger you can change from low, to second, to high—quickly and easily. Tripspeed makes bicycling safer, easier, more fun!

HERE'S HOW IT WORKS



1. LOW (a 25 percent reduction) for hill climbing, bad roads, etc.



2. SECOND for all normal riding on good roads, level stretches.



3. HIGH (a 25 percent overdrive) for far greater speed.

BEST OF ALL, you don't have to buy a new bike. Tripspeed can be installed right in the hub of your present New Departure Coaster Brake—in just a few minutes time.

Your dealer, your bicycle repair man, has Tripspeed right now! Ask him to let you try it out on a demonstration bike. Learn how easy it is to have the best hill climber, the speediest, safest bike in town.

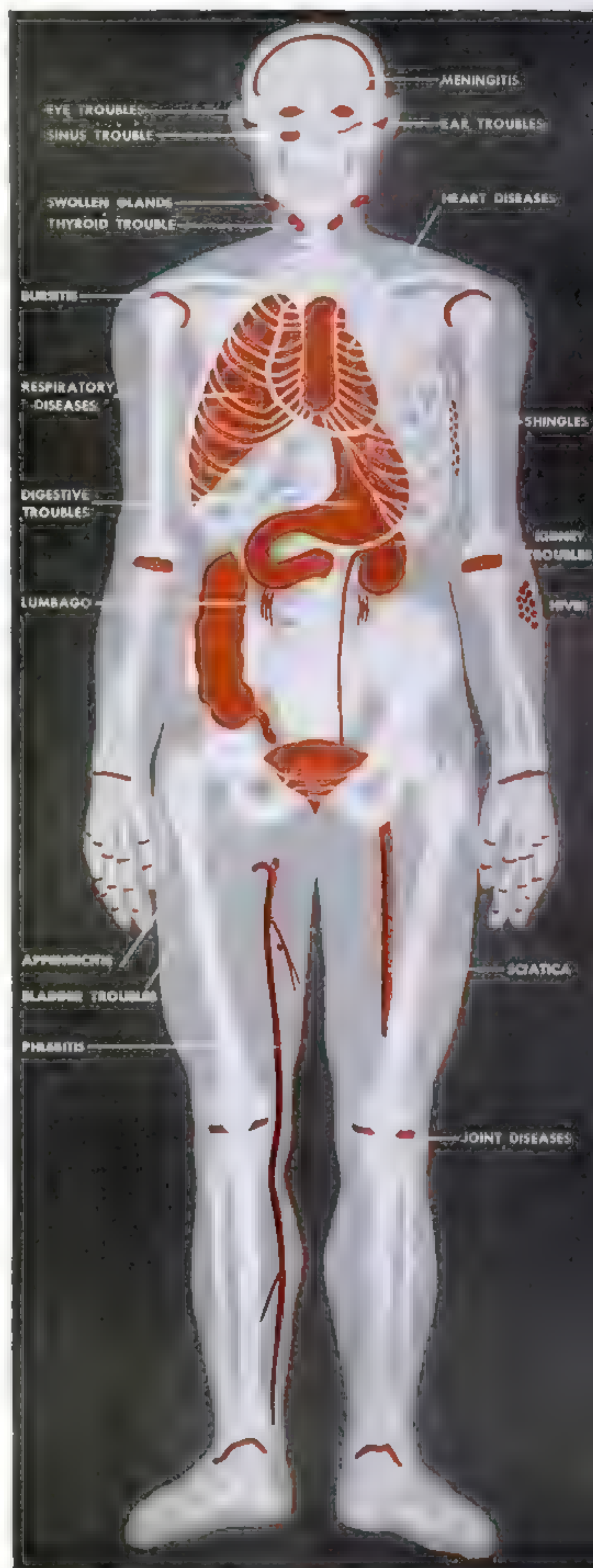
ANOTHER "NEW DEPARTURE" BY

New Departure

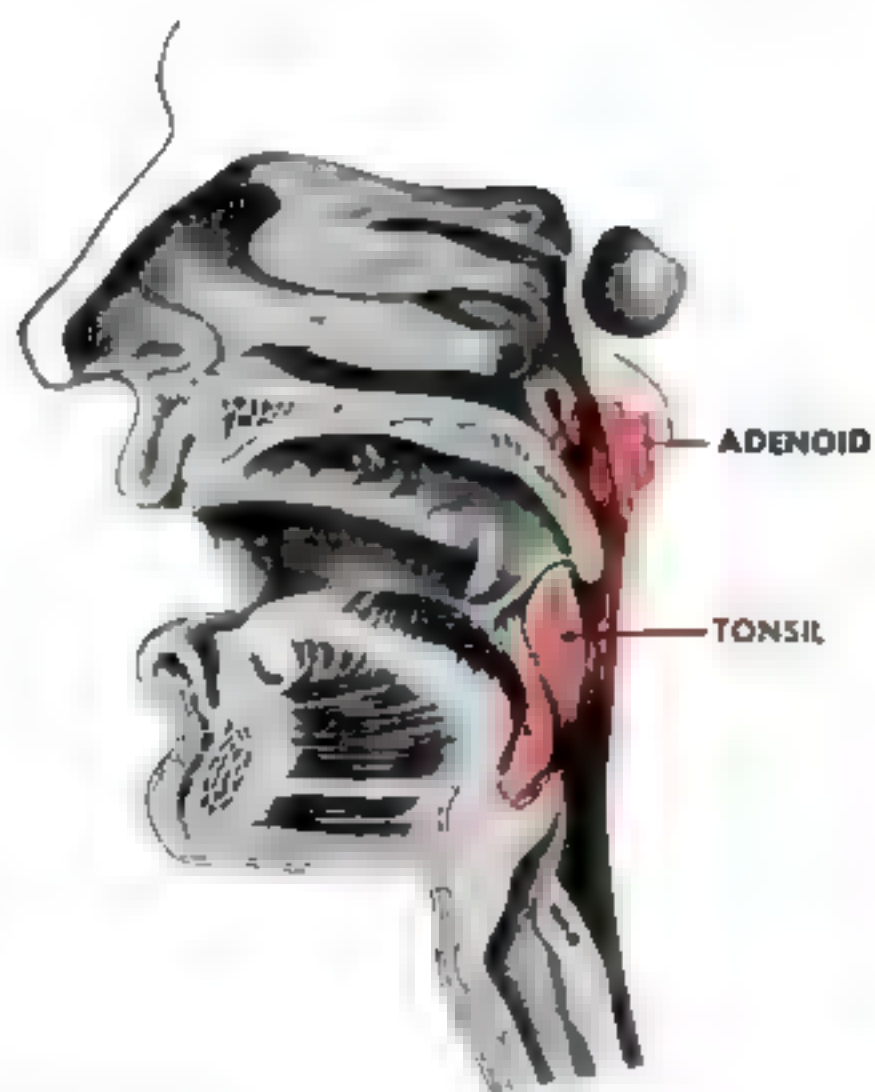
DIVISION OF **GENERAL MOTORS** BRISTOL, CONN.

1903

MEDICINE



SIDE EFFECTS OF TONSILLITIS are found in areas shown in red. Some infections, such as swollen neck glands and tonsillitis, are kidney troubles, often are directly caused by overflow of bacteria or poisons from the tonsils. Ear troubles may result when a large gland presses on the passage to the middle ear. The other conditions may be aggravated by tonsillitis though doctors disagree on meningitis and digestive involvements.



LOCATION OF TONSILS is shown in red in this longitudinal section of head. Laymen commonly call pharyngeal tonsil the adenoid, and faucial tonsil the tonsil. All except the pharyngeal tonsil are in pairs.

TONSILS

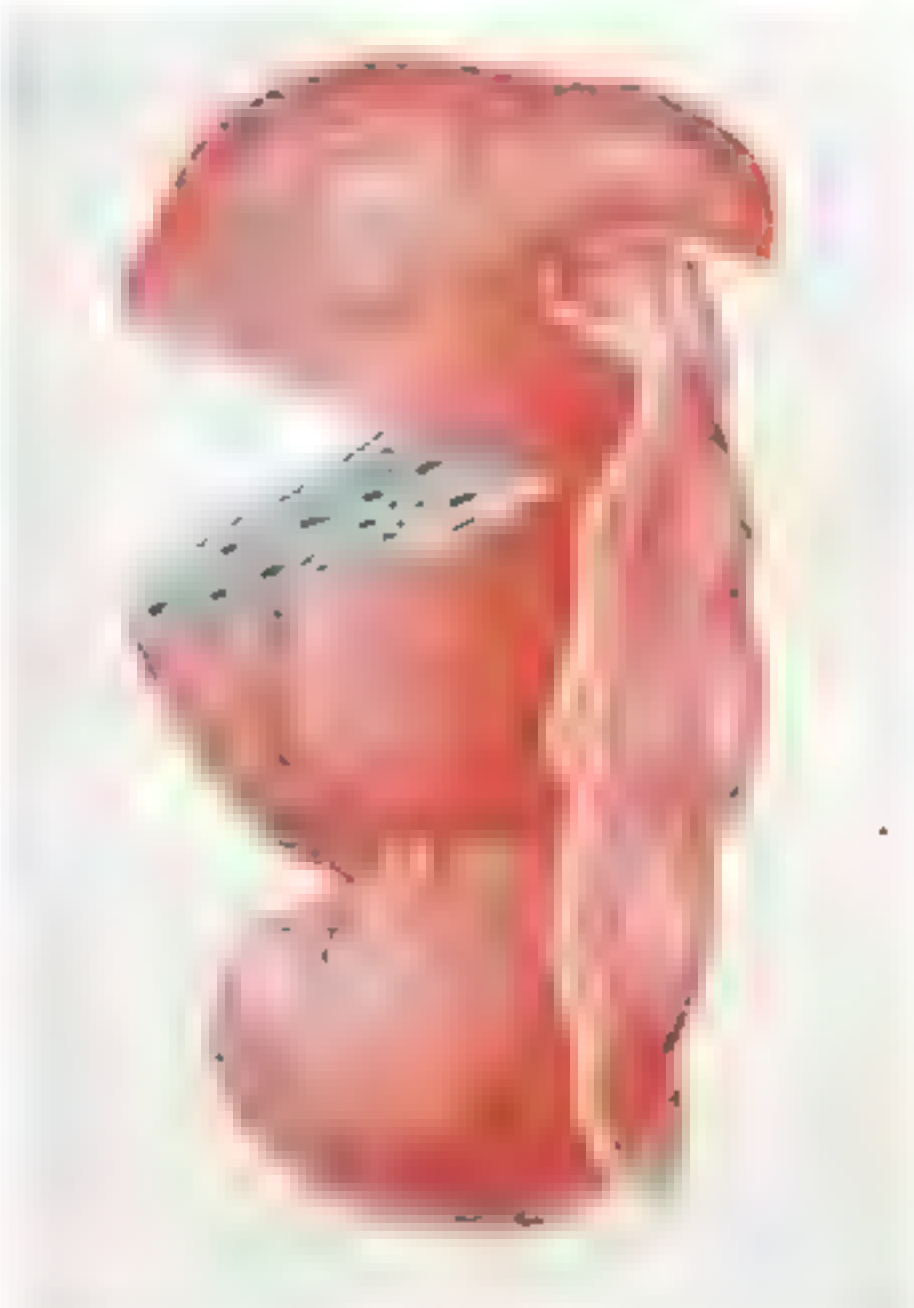
Annual sore throat season gives protective glands toughest job

With the approach of winter, the tonsillitis season is about to begin. By the end of March this common disease will have caused millions of sore throats, mostly in children between the ages of 5 and 15. Twenty-five years ago tonsils were the basis of the biggest surgical fad in U.S. history, and thousands of children went to the operating room before they ever went to school. The glands at the back of the throat were regarded as a potential source of dangerous infection which should be removed, healthy or no, to prevent subsequent diseases. Today doctors know that healthy tonsils serve a vital purpose and should be left alone as long as possible. The nodes not only trap many disease germs entering the body through the nose and mouth but also manufacture some of the white blood cells which help build up immunity to diseases. Most doctors now remove tonsils only when they have become so overwhelmed by bacteria and saturated with bacterial poisons that they persistently spill over into the body.

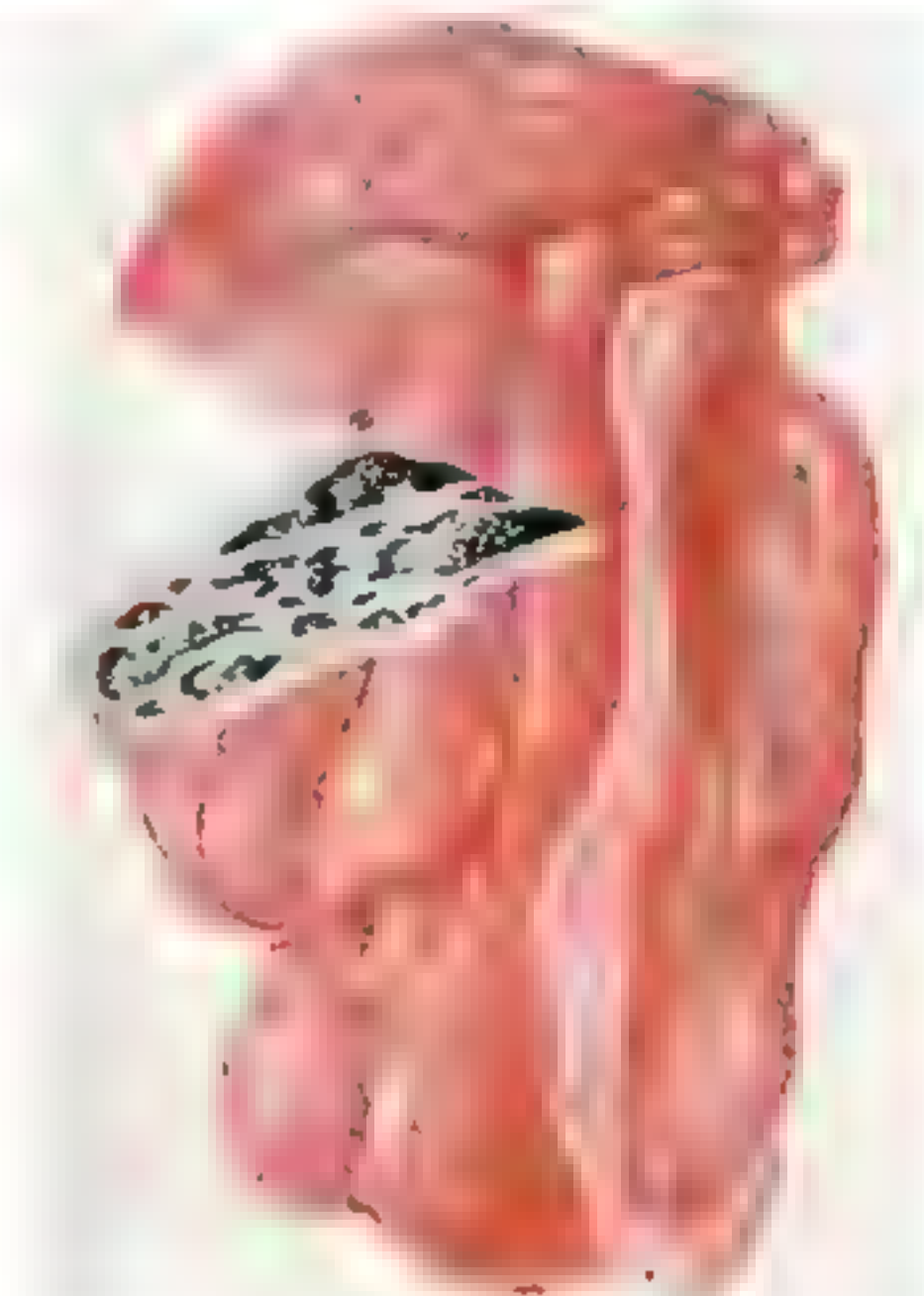
These toxins may pile up in any one or all of the body's nine tonsil areas where clumps or strips of lymphoid tissue are imbedded in the membrane lining of the nose and throat (*above*). But generally the infection is most acute in the two almond-shaped glands at the back of the throat (*above, right*) and in the tiny cauliflower-shaped mass in the back of the nose called the adenoid. The bacteria produce a glandular inflammation and enlargement (*below, far right*) which in a mild case disappear in a few days. In severe cases the enlarged tonsils may interfere with breathing and hearing, and the poisons may cause or aggravate a score of other ailments (*opposite page*). In this case the tonsils may be removed. The surgery is relatively simple (*p. 178*) and, although it is no longer a fad it is still the most common operation in the U.S.



EXAMINATION OF GIRL, 8, REVEALS SWOLLEN TONSILS AND CRACKED LIPS TYPICAL OF TONSILLITIS



NORMAL TONSIL of the faucial type, which is the site of most tonsillitis, is shown about four times adult size. It is pinkish in color, oval in shape, encased in a capsule and consists of up to 20 tubular crypts (cutaway section), which act like a filter in straining off disease germs entering the mouth and nose.



DISEASED TONSIL is inflamed and enlarged by the germs and bacteria-produced toxins which have collected in the tubular crypts. When full, the crypts exude a yellowish, cheeselike discharge. The tonsil, which is lymphoid tissue, is attached to hollow in back of the throat by the thin membrane at right.

No finer gifts
for children
than



**GIVE RECORD FUN
THE WHOLE YEAR THROUGH!**

If you want to be sure of getting the record albums children like best—look for the BOZO APPROVED seal on the cover. Children recognize Bozo the Clown and all his friends, like Bugs Bunny, Hopalong Cassidy, Woody Woodpecker, the Walt Disney favorites and the other fascinating characters they know and love so well. BOZO APPROVED records can now be obtained for as little as 75c plus tax—delightful, wholesome entertainment for every child.

Choose from more than
an entire
album of your favorite
Record Dealer.



WARNER BROS. CARTOONS, INC.



CAPITOL RECORDS, INC.



WALT DISNEY PRODUCTIONS



Boy genius
Bozo "The Capital Clown"
boys, novelties
and wearing apparel



INFECTED TONSILS ARE INFLAMED, ENLARGED AND STREAKED WITH PUS

HOW TO TREAT TONSILLITIS

Tonsillitis is generally caused by a particularly virulent streptococcus that is easily transmitted from one person to another or through food and milk handled by a diseased person. Its first symptoms are a sore throat and a severe case of chills usually followed by headache, backache, swollen neck glands, stiff neck and jaw, pain in the arms and legs and sometimes nausea and diarrhea. The tongue feels furry, and the tonsils are covered with specks of pus (*above*). Within a few days the infection may spread to the soft palate, causing quinsy (*below*), which is the most painful type of tonsillitis. Parents should put a stricken child to bed immediately, apply cold compresses to the neck, give liquids frequently and irrigate the throat with warm salt water. If the child has a fever the parents should call the doctor, who probably will prescribe an opiate to ease the pain and antibiotics or sulfa drugs to fight the infection. If an operation is found to be necessary, it should not be done for at least a month following an attack of tonsillitis and should never be done when the child has a cold or any active heart or lung disease. For years it has been thought that a tonsillectomy during the peak of the polio season exposes the patient to the additional risk of infantile paralysis. Doctors, however, do not agree on this.



C. N. JONES JR.

INFLAMMATION MAY SPREAD TO SOFT PALATE, NEARLY BLOCKING THROAT

CONTINUED ON PAGE 178

Practical Christmas Gifts

**Lee WORK CLOTHES
and BUDDY Lee DOLLS**



Nationally famous Buddy Lee Dolls—Engineer or Cowboy—fascinate young and old alike. 14½" high, including hats. Individually boxed. Now available in unbreakable plastic, in limited quantities.

If Lee Dealer cannot supply you, write nearest Lee Factory.

THE H. D. LEE CO., Inc.

Kansas City, Mo.
Minneapolis, Minn.
Trenton, N. J.
San Francisco, Calif.
South Bend, Ind.



WORLD'S LARGEST MANUFACTURER
OF UNION MADE WORK CLOTHES


Three Gifts For The Price Of One!

Matey's THREESOME



Perfectly matched blazer-striped cardigan, t-shirt and socks in washable combed cotton. Boys love them all year round! And you'll love them because they let you give three gifts for what you'd ordinarily pay for one! Sizes 4 to 12... about \$3.95 for the three-piece set.

at better stores or write for name to
MANCHESTER KNITTED FASHIONS, INC.
Empire State Building, New York 1
Mills: Manchester, New Hampshire



It's Soft as a Cloud
...yet firm
and practical!

To make a toilet tissue as soft as cleansing tissue is one thing. To make it strong and practical as well, is more difficult. But cleansing tissue softness with strength is what you'll find in Soft-Weve. We call it "water-woven." This two-ply tissue is utterly soft yet firm—almost like cloth. Once you have used Soft-Weve you will want it always

Cleansing tissue soft...
yet toilet tissue firm



...because it's double!

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CHRISTMAS CARDS

CHRISTMAS CARDS



THE PERSONAL WAY TO SELECT YOUR HALLMARK CARDS: There is a special easel sure to hold a card that is just right for each one on your list... a card that says just what you want to say, the way you want to say it. In this well-selected arraying the intimacy of your personal signature are cards

featuring the famous paintings of the Right Honourable Winston Churchill. Others are printed especially for you by Grandma Moses, America's beloved painter... and by Norman Rockwell, with the warmth and kindly humor for which he is so famous. Also included are cards by many other world famous artists.



HALLMARK CARDS IN BOXES: A convenient and economical way to buy your Christmas cards. These feature paintings by Winston Churchill, Grandma Moses, Norman Rockwell, and other foremost artists. Boxes of 12 assorted cards are \$2.00. If you prefer your cards all alike, boxes of 25 priced at \$2.00 to \$5.00.



ASK TO SEE HALLMARK GIFT WRAPPINGS when selecting your Hallmark Christmas Cards. There are Hallmark Wrappings for every type of gift, every size of box, and every taste. And you can select decorative paper... in a wide variety of fascinating new designs...ribbons, seals and tags...all specially designed to go together.

There's a special welcome for the Christmas Card that shows you cared enough to send the very best

*This year Hallmark Cards present the paintings of the Rt. Hon. Winston S. Churchill,
Grandma Moses, Norman Rockwell and other foremost artists of our time*

Now, you will find the most memorable Christmas greetings you have ever seen, at the fine store where you buy Hallmark Cards. Each card a perfect reflection of your own good taste as you convey the sentiments of the season. Each one with the "Hallmark" on the back that says "you cared enough to send the very best."

You will find Christmas cards distinguished by the paintings of Mr. Winston Churchill, Britain's great statesman, the world's most famous amateur painter. Only on Hallmark Cards, will you see his delightful landscapes of old-world charm—peaceful snow scenes . . . a vivid hunting scene . . . beautiful English countrysides. And in each stroke of the brush—each rich flash of color—there is the same warmth and understanding that has made Winston Churchill's name great among people the world over.



Winston Churchill



Grandma Moses

There are also scenes of quaint New England villages; Christmases of long ago as Grandma Moses recalls and paints them—especially for Hallmark Cards. And you'll want to see the Norman Rockwell collection which includes jolly Santas . . . carolers . . . colorful "Dickens" scenes—portrayed with the same kindly humor you love in all his famous illustrations.

These are but a few of the many artists represented in the new Hallmark Christmas Card Selection for 1950—cards for every taste and every budget. Cards you know will be received with unusual pleasure . . . and displayed with unusual pride. And remember—the Hallmark on the back of every card carries a special message all its own . . . so very special, it will receive a special welcome.



Norman Rockwell

At Christmas, As Always, Remember


**Hallmark
Cards**

when you care enough to send the very best

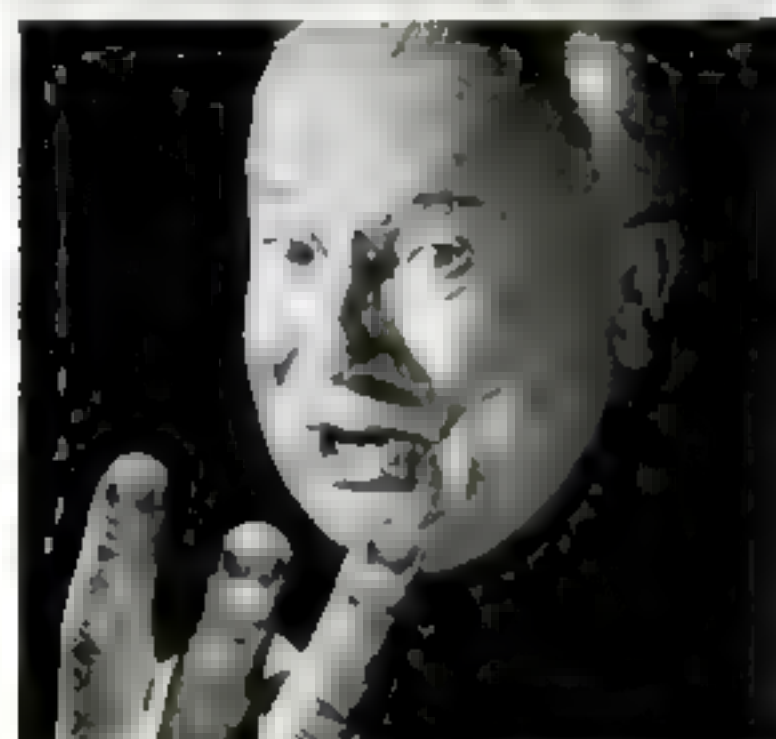
In Canada... it's ~~Scott's~~ Hallmark Cards



Winter time—when children's lips get chapped and sore. That's when 'CHAP STICK' is the ready friend and comforter.

'CHAP STICK' is the famous lip reparative preferred by millions in every walk of life. So handy to carry in your pocket—so swift and lasting in results. Specially medicated, specially soothing, and the only antiseptic lip balm.

Mothers! Insist on 'CHAP STICK' and buy a personal 'CHAP STICK' for everyone in the house.



3 reasons

why work-sore hands need 'Chap-ans'!

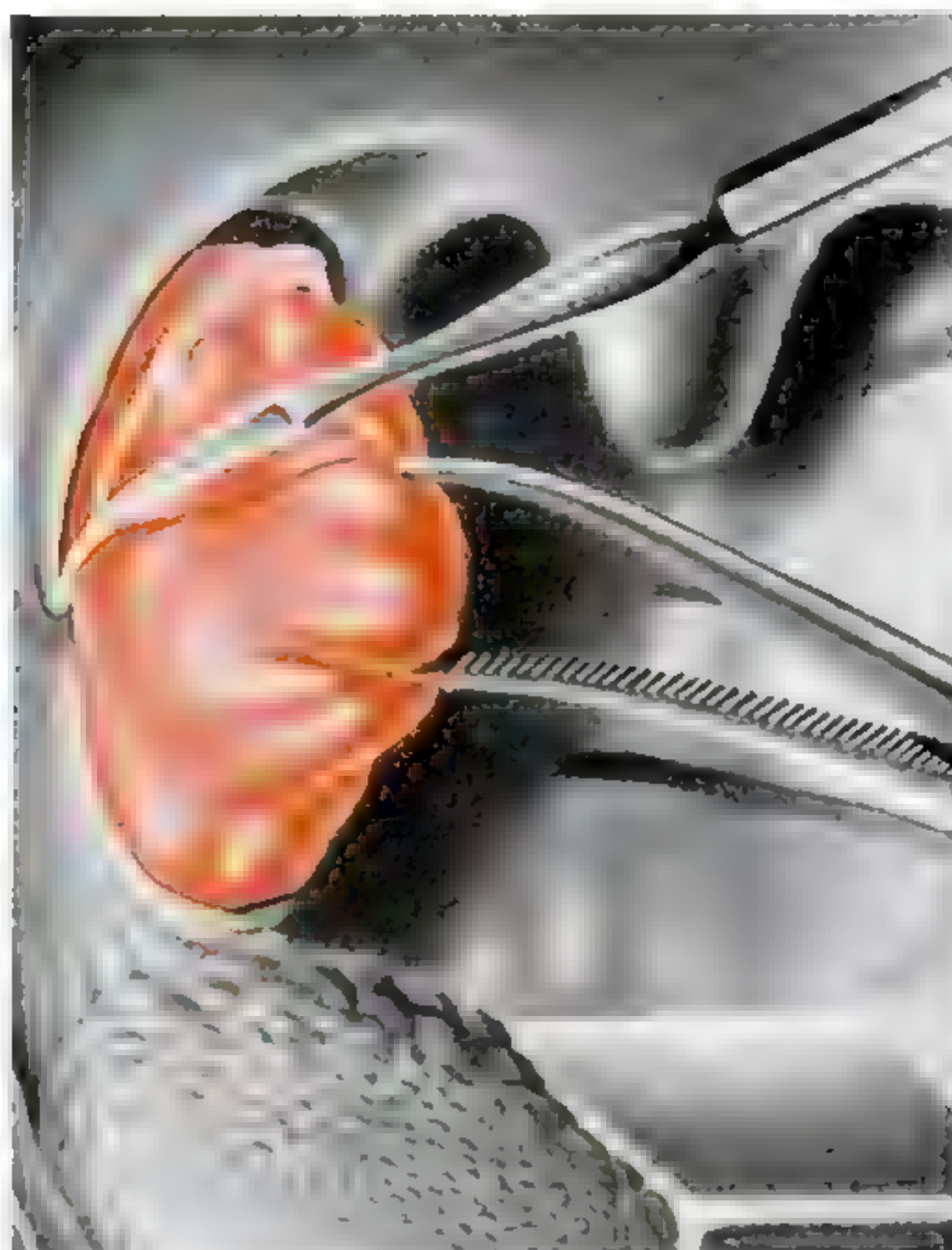
1. Specially medicated for hands that work.
2. More penetrating—more soothing.
3. Swiftly absorbed and antiseptic.

This new and different hand cream is praised by professional men, factory workers, outdoor workers, sportsmen, motorists, and all who suffer from chapped, rough, cracked or calloused hands.

'CHAP-ANS' is the only hand cream made especially for men... specially formulated to bring quick, sure relief. Try it today. Buy it in the man-sized tube. Easy to apply... wonderfully effective.



Tonsils CONTINUED



OPERATION STARTS as knife cuts the membrane which holds the tonsil in hollow at back of throat, and forceps pull the diseased gland outward. Tonsillectomies were first known about 400 B.C. to the early Persian and Hindu doctors who used their fingernails or primitive tools to scratch out the tonsils.



OPERATION ENDS as wire snare is slipped over the tonsil to sever the last threads of the connecting tissue. Following a tonsillectomy, a child should be kept in bed at least four days and fed liquids, ice cream and a soft diet. During this time the healing tissue may occasionally crack open and bleed briefly.

NEW 1951 MODELS!

CROSLLEY

New for 1951—Crosley, the most improved car. Bigger, sturdier, heavier. You have to drive a '51 Crosley to know the car as it is today. Powerful engine with 78% compression ratio, hundreds of mechanical improvements. New interior and better air features and styling. Economy, too. Crosley gives you 35 to 50 miles on a gallon of regular gasoline. And Crosley is still the only car you can buy for less than \$1,000. Lowest price, lowest down-payment, lower monthly terms. So test drive the new 1951 Crosley—you'll be thrillingly surprised!

SUPER MODELS have roll-down windows, fold-up rear seats, major upholstery improvements including full inner lining and door trim. Super Sports has big, solid, hinged doors, folding top, zipper side curtains.

ALL MODELS, Super and Standard, now equipped with Bendix 9 in. hydraulic brakes, hydraulic shock absorbers, heavy duty front axle, larger clutch, cast iron block engine, turn indicators, mechanical link clutch release mechanism, exhaust valve rotators, full flow oil filter and hundreds of other improvements. Radically new front design combined with late body styling.

CROSLLEY
A FINE car

"You see them everywhere"

FREE 1951 Crosley Catalog Write Crosley Motors, Inc., 2530 PZ Spring Grove Ave., Cincinnati 14, Ohio.



Super Station Wagon



Super Sports



Super Sedan



Standard Business Coupe



Super Convertible



Panel Delivery

Which Doll Is The Toni?



Toni Dolls Only Have Washable Nylon Hair
Nylon hair actually improves with washing.

Toni dolls in 4 sizes

\$11.95 • \$13.95
\$16.95 • \$18.95

Made by Idea.

Toni play-wave kit with every doll.

AT BETTER DOLL DEPTS.

RELIEVES PAIN OF HEADACHE • NEURALGIA NEURITIS

FAST!

The way thousands of physicians and dentists recommend



The way thousands of physicians and dentists recommend. Anacin® relieves headache, neuralgia, neuritis pain fast because Anacin is like a doctor's prescription—that is, Anacin contains not just one, but a combination of medically proven, active ingredients in easy-to-take tablet form. Thousands have been introduced to Anacin through their own dentist or physician. If you have never used Anacin, try these tablets yourself for incredibly fast, long-lasting relief from pain. Don't wait. Buy Anacin today.

Milton Bradley Games make **FUN** a family affair!



"GO-TO-HEAD-OF-THE-CLASS" keeps the whole family entertained evening after evening—gives youngsters the big thrill of "stumping" their elders. A never-ending source of fun for everyone 10 and over.

Yes, it's easy to have your whole family looking forward eagerly to evenings at home together—and just as easy to give guests the kind of evening that makes your home the first choice for fun at its best! Modern, fast-moving games exclusive with Milton Bradley are the secret—games that ought to go on your Christmas shopping list right now—at prices from \$1.00 to \$2.50!

Dozens of games of every kind—action games—"talking" games—games of chance, bear the famous trademark of Milton Bradley, America's pioneer in games. Every one is a top fun-maker in its class—and they're ready for you now at your favorite toy, department or variety store. Remember, you're

sure of the best in fun wherever you see this Milton Bradley emblem. If your favorite Milton Bradley game isn't available write to: Milton Bradley Company, Dept. L, Springfield 2, Mass.

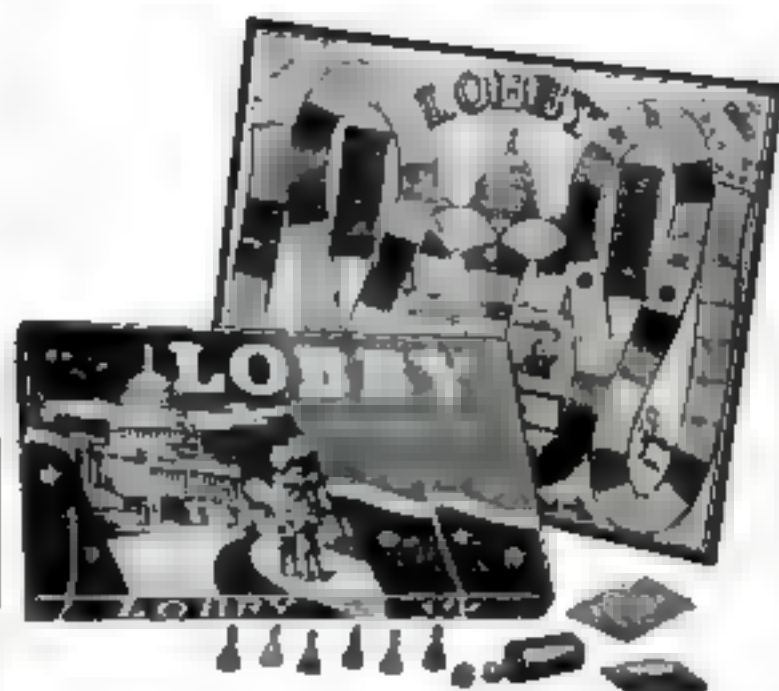


EXPANSE There's an extra thrill for everyone 10 and over when you combine the fun of globe-trotting with a chance to build a sizable fortune playing "Expanses"

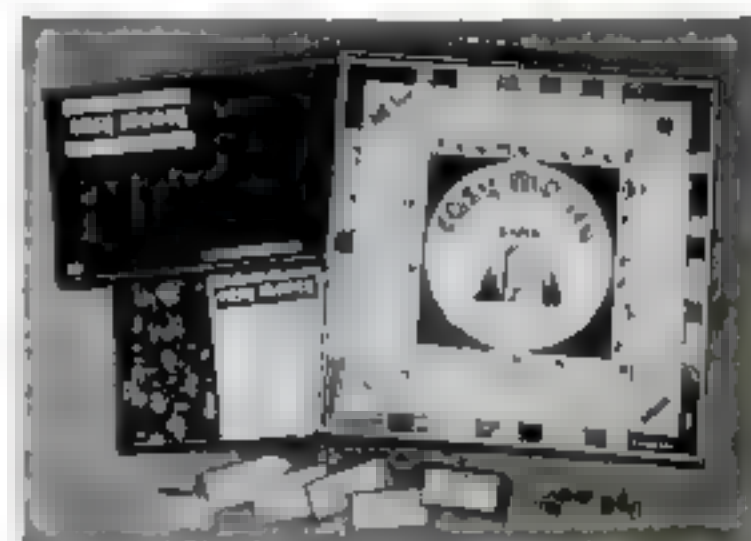
90 YEARS
OF FUN
AT ITS BEST

MB
MILTON
BRADLEY

THESE MODERN GAMES
SET A LIVELY PACE



LOBBY Here's top-level Washington at its hilarious best—a sure bit with everyone old enough to read a newspaper.



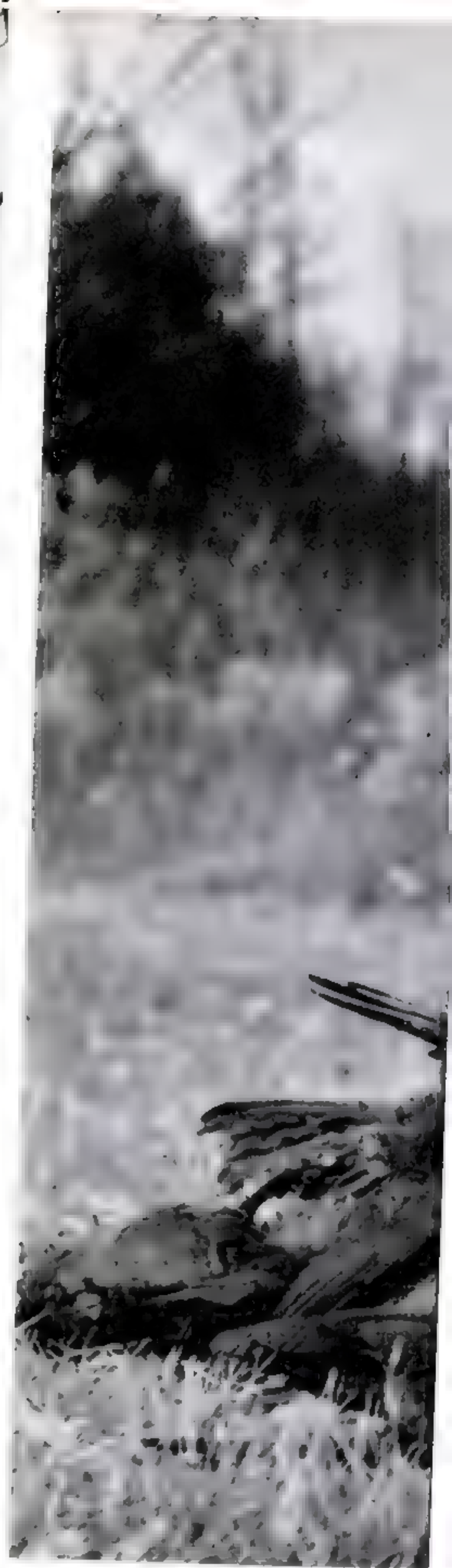
EASY MONEY Teen-agers and adults alike get an extra thrill when good judgment parlay a lucky chance into a substantial fortune with "Easy Money."



UNCLE WIGGILY Youngsters from 5 to 10 take a never-failing delight in following the adventures of "Uncle Wiggily" according to the simple directions.



GAME OF THE STATES It's fun for 8 to 15-year-olds to deliver the goods and sell them for profit from coast to coast in competition with friends in the exciting "Game of the States."



FURIOUS CROWS wheel over the owl while one makes a diving pass. They scatter after each shot from the hunters, but curiosity and hatred soon bring them clamoring back.

Life Goes Crow-hunting

**A GREAT HORNED OWL TEAMS UP WITH SOME HUNTERS
TO SLAUGHTER A FEW BUSHEL OF THE BLACK PESTS**



To almost every hunter, the most villainous bird in North America is the crow. In fact, crows are sometimes accused of destroying more ducks—by eating their eggs—than all the gunners on the continent. And as every hunter also knows, the crow is extremely hard to shoot. But crows have one big weakness: they hate owls and will attack furiously when they catch one at a disadvantage in daylight.

As the November crow migration hit full flight, LIFE went to Norfolk, Conn. to watch a man who exploits this

weakness with remarkable results. He is David Goodnow, a photographer who was just finishing a movie about crow-shooting called *Black Mischief*. To attract these crows, Goodnow tethered a live great horned owl in a sapling, then made a few caws on a crow call. Within a minute dozens of crows were swarming above the owl and diving down to attack it. Goodnow and his friends, firing from an evergreen cover, brought down one bird after another (p. 184), wound up with a pile of 63 black bodies (above).

PLEASED OWL gets reward by being allowed to perch on pile of bodies. The owl is seldom hit by crows, which pull out of dives when they get a close look at its baleful eyes.

they rate star billing on

Christmas
lists



*Baronet
Opera*

Evans
HAND TURNED
Slippers



Ambassador

Always the greatest gift in the world for a man

Evans Slippers are never hard to get... good stores everywhere have them, in a variety of handsome styles—priced from \$4.95. Slightly higher Denver West.

L. B. EVANS' SON COMPANY
Wakefield, Massachusetts

Your guide to the best in Men's Slippers



Crow-hunting CONTINUED



ACROBATIC OWL dances in treetop while Goodnow tries to get it to come down. Ordinarily it is eager to get back into its cage when shooting is over, but this time it was balky and he had to chop down the tree. Goodnow bought it from a zoological supply company, never gave it a name, feeds it crows, poultry



and small game which he finds run over on country roads. Even though it has been captive for two years, the bird is still savage and often tries to claw or bite Goodnow. Great horned owls are not protected by game laws in most states although they help farmers by destroying enormous numbers of rats and mice.

CONTINUED ON NEXT PAGE



MISTLETOE'S STRICTLY INCIDENTAL

It's the Prince Gardner gifts that rate his kisses. Three for his tree; Registrar in Dark Brown Rancho Saddle Leather, \$7.50; Matching Breast Pocket Wallet, \$7.50 and Key Gard, \$3.25.

A Santa sackful of other leathers and styles at your favorite store.

All prices plus tax.



fine
leather
accessories

Prince Gardner

St. Louis 10, Mo.

Prevents Freezing of Gasoline Lines



DU PONT GAS GUARD

- Absorbs water in gasoline
- Prevents fuel line freeze-ups
- Makes starting easy



Water may get into your gasoline due to condensation of moisture on the inside walls of your gas tank. That's not serious in summer, but in winter a few drops of water can freeze in your gas lines and make it difficult to start—or it may tie up the car completely. You can avoid all this by pouring a pint of DU PONT GAS GUARD into your gas tank every 1,000 miles, for water won't freeze when mixed with GAS GUARD. It will flow with the gasoline and burn in the engine without causing spitting, sputtering or loss of power.

DU PONT GAS GUARD is recommended for all cars, trucks and tractors. It's good for Diesel engines, too. It makes starting easier and insures smoother engine performance. It is harmless to the carburetor, fuel pump and other engine parts.



DU PONT COOLING SYSTEM CLEANSER
An acid-type radiator cleaner which dissolves rust, scale and grease—cleans thoroughly without reverse flushing. Stops overheating; increases efficiency.



DU PONT MOTOR-MEND
For repairing cracked cylinder heads and engine blocks. Makes lasting repairs quickly. Can also be used as a heavy-duty sealer for bad leaks.



DU PONT COOLING SYSTEM SEALER
Stops leaks and prevents loss of anti-freeze. Works equally well in water and standard anti-freeze solutions. Does not clog radiator.



DU PONT CLEAN WINDSHIELD SEALER
Stops leaks at windshield and rear window frames. Dries quickly; adheres firmly to glass, metal and rubber. Gives a permanent seal.



No 7 PRODUCTS

for better car care

BETTER THINGS FOR BETTER LIVING . . . THROUGH CHEMISTRY

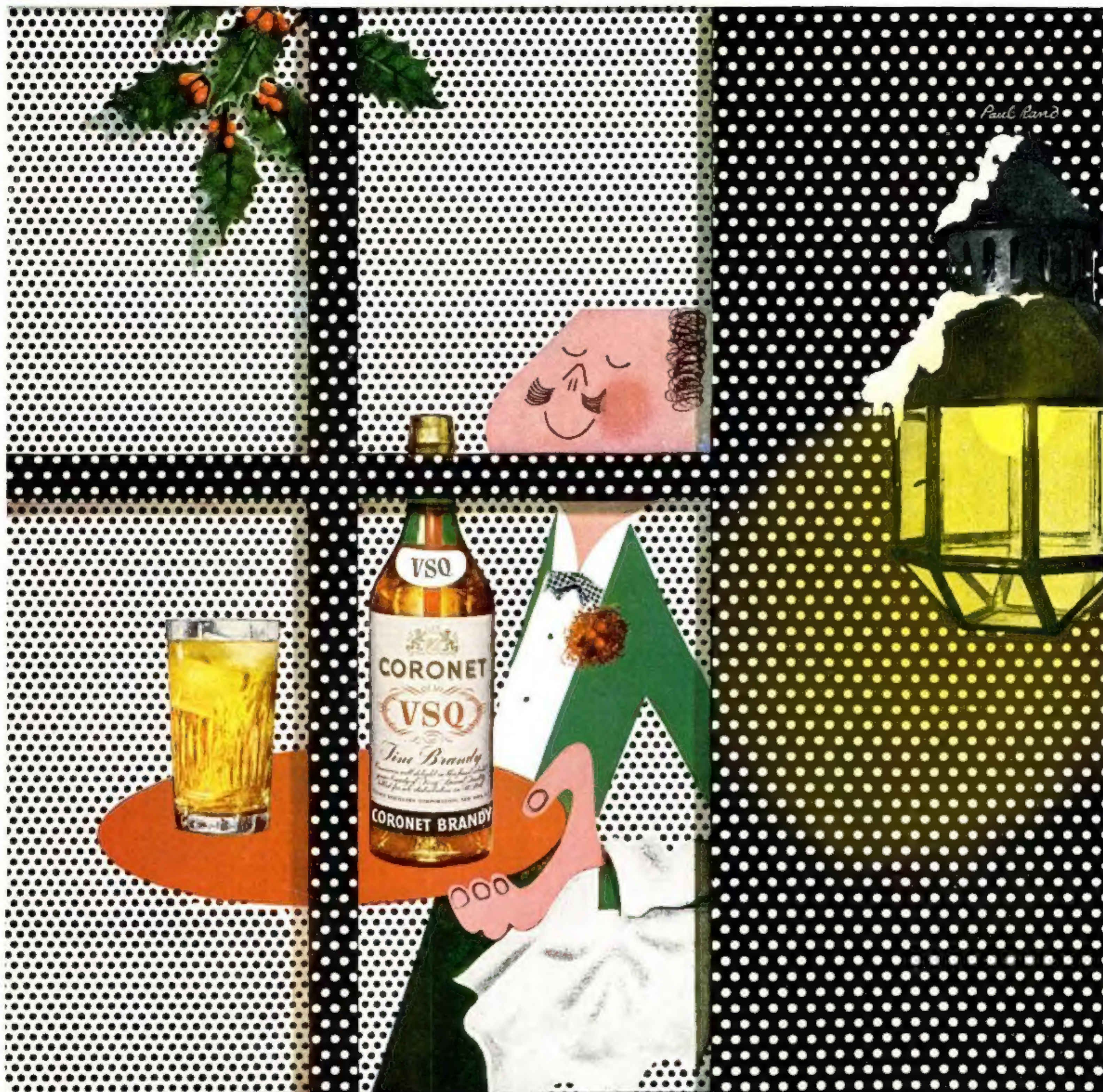
Crow-hunting CONTINUED



EXPLODING CROWS, photographed just as they are hit with No. 6 shot at 20 yards, seem to come apart in mid-air. They are not fast birds, but as they dive on the owl they change pace, maneuver trickily and make difficult targets.



EATING CROW, Goodnow chomps on a leg. He says the birds are tender at this season, once served some to friends who enjoyed them thoroughly thinking that they were squabs. In the spring crows are leaner and tougher.



Paul Rand

season's best
CORONET brandy
 for lighter, more cheerful highballs

Write today for Coronet's free recipe booklet, "29 ways to use Coronet V.S.Q." Brandy Dist. Corp., 350 Fifth Ave., N.Y. 1.

California Grape Brandy 84 proof.

How MILD CAN A CIGARETTE BE?

**"Singing is my living. I smoke
the mild cigarette that agrees
with my throat—CAMELS!"**

STAR OF OPERA AND TELEVISION

Marguerite Piazza

**MARGUERITE
PIAZZA,**

acclaimed for the
lead roles she has so
brilliantly acted and
sung in opera, now
adds the vast tele-
vision audience to
her legion of admir-
ers. She still finds
time for extensive
concert tours.

“Because my voice is so important to
my career, I had to be sure my ciga-
rette was right for my throat. And,
thanks to a very *sensible* test, I now
know what cigarette mildness means. I
made the 30-day Camel mildness test!

“Smoking Camels regularly for 30 days
gave me a chance to discover how
Camels agreed with my throat. I didn't
have to decide on just one puff or one
whiff... one inhale and one exhale. My
own 'T-Zone' gave me the answer.
Like millions of others—it's cool, mild
Camels for me!”

**More People
smoke Camels
than any other
cigarette!**

R. J. Reynolds Tobacco Co., Winston-Salem, N. C.



Make your own Camel 30-Day MILDNESS Test in your T-ZONE T-for Throat
T-for Taste